

## MISY5370-- Seminar: E-Commerce Management – Summer I, 2009

Section	Time	Classroom
002	MW 6:00 p.m. – 9:45 p.m.	LIB 135

<b>Professor:</b>	<b>Joseph S. Mollick Ph. D.</b>	<b>Phone: 825-2853</b>
Office:	254 Faculty Center	E-mail: Get it in class, Spam!
Office Hours:	MW 4p.m. to 6 p.m. or by appointment <b>Class website:</b> <a href="http://faculty.tamucc.edu/jmollick/">http://faculty.tamucc.edu/jmollick/</a>	

### Course Objectives:

Upon completion of this course, students should:

- understand some technologies and concepts used in the area of electronic commerce
- understand the evolving role and importance of doing business on the Web
- understand information privacy and security issues related to e-commerce
- understand legal, ethical and societal issues related to electronic commerce activities
- study and present research articles related to e-commerce

### Text & Materials:

- Required
  - Title: e-commerce—business, technology, society
  - Author: Kenneth C. Laudon and Carol Guercio Traver
  - ISBN-: 13: 978-0-13-600711-1 or ISBN:10-13-600711-2; 5th edition
  - Publisher: Pearson Prentice Hall

### Attendance & Participation:

In order to achieve the objectives of this course, you are expected to attend all classes and participate in the class as much as possible. Class attendance will be recorded daily. Any suggestions on how to improve the course are always welcome.

### Code of Ethics

This course as all other ones offered by the College of Business is covered by the COB Student Code of Ethics (available online at [www.cob.tamucc.edu](http://www.cob.tamucc.edu)) Provisions and stipulations in the code are applicable to all students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB.

### Disability Issues:

I would like to hear from anyone who has a disability that may require some modification of seating, testing, or other class requirements so that appropriate arrangements may be made. Please see me after class or during my office hours.

### Assessment, Exams and Grading:

There will be *two* mid-term exams and a final exam. The final exam will *not* be comprehensive. One *case* will be assigned to each student. The assigned case must be thoroughly discussed in class and all students are required to participate in these discussions that will be led by the student who has been assigned to lead a specific case discussion. The discussion leader must prepare a power point slide show and present his analysis in front of the class and invite the whole class to participate in the discussion. Some of these cases will be from the textbook and others will be assigned by the instructor who will collect them from other sources. A set of *research articles or book* will be assigned to each student who will read that set of articles or book and present a summary in front of the class using a slide show. Allocation of points for different assessment activities and the tentative grading criteria are detailed in the following table.

Assessment for MISY5370 Summer I, 2009	Points	Grades	Grading Criteria
Test 1 (Chapters 1,2,3,4 and 5)	200	A	900 and above
Test 2 (Chapters 6,7,8,and 9)	200	B	800 to 899
Final Exam (Chapters 10,11,and 12)	200	C	700 to 799
Group Activities	250	D	600 to 699
Case Presentation	50	F	Below 600
Article Summary Presentation	100		
<b>Total</b>	<b>1000</b>		

It is important that each student maintains a close collaborative relationship with the instructor so that the quality of projects can be improved. Each student will be required to present, using Power Point slides, the e-commerce business plan and the e-commerce research paper in front of the whole class at the end of the semester, in addition to submitting the written project reports to the instructor.