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

<table>
<thead>
<tr>
<th>Section</th>
<th>Time</th>
<th>Classroom</th>
</tr>
</thead>
<tbody>
<tr>
<td>002</td>
<td>MW 6:00 p.m. – 9:45 p.m.</td>
<td>LIB 135</td>
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</tbody>
</table>

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

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
  - 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) 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.

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