MGMT 456: Managing Global E-Business Systems  
Syllabus Fall Semester 2015

Where | Rehn 12 (Thursday lec.)  
Rehn 25 (Tuesday lab) | 3:35 p.m. – 4:50 p.m. T R
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Instructor | Dave Guggenheim | Rehn 217
Office Hours | 1:00 – 3:30 p.m. T, TR | 618-453-7938
Email | dguggen@siu.edu |

Required Text
Title: E-commerce 2015  
Publisher: Pearson / Prentice Hall  
Year: 2015  
©2015 • Prentice Hall • Cloth, 912 pp  
Published 11/25/2014

Course Background
456-3 Managing Global E-Business Systems. The organizational and managerial issues affecting global e-business today are addressed. Topics included are corporate strategy and IT architecture in a global marketplace; outsourcing impacts on e-business; legal, social, and ethical issues; information security; and e-business models and IT. Not for graduate credit. Prerequisite: MGMT 345 with a grade of C or better. Restrictions: College of Business majors or minors; or departmental approval required.

Commerce, in one form or another, has been going on for thousands of years. However, in the past twenty years or so the tremendous growth of the Internet and the World Wide Web has radically changed the way business is being conducted and has created new business models, new business management techniques, and has opened the world to vast trading networks. Companies (.com), nonprofits (.org), and governments (.gov) are having to change the way they interact with their suppliers, their customers, and with their internal departments to cope with an accelerating business environment and the huge amount of data that is available. This course will explore the technological, economic, and social implications of e-commerce and e-business. We’ll look at it from both a technical and managerial viewpoint and see how changes in each are changing both.

Topics include:
- Business Models and Concepts
- E-commerce Infrastructure: The Internet, Web, and Mobile Platform
- Building an E-commerce Presence: Web Sites, Mobile Sites, and Apps
- Security and Payment Systems
- Marketing Concepts: Social, Mobile, and Local
• Marketing Communications
• Ethical, Social, and Political Issues
• Online Retailing and Services
• Online Content and Media
• Social Networks, Auctions, and Portals
• Supply Chain Management and Collaborative Commerce

Course Objectives

Some of the learning objectives include (and are certainly not limited to):

• Define e-commerce and describe how it differs from e-business.
• Identify and describe the unique features of e-commerce technology and discuss their business significance.
• Identify the key components of e-commerce business models.
• Explain the key business concepts and strategies applicable to e-commerce.
• Discuss the questions you must ask and answer, and the steps you should take, in developing an e-commerce presence.
• Explain the scope of e-commerce crime and security problems.
• Describe the key dimensions of e-commerce security.
• Identify the major e-commerce payment systems in use today.
• Identify and describe the main technologies that support online marketing.
• Explain why e-commerce raises ethical, social, and political issues.
• Describe the major features of the online service sector.
• Discuss the trends taking place in the online financial services industry.
• Identify the major trends in the consumption of media and online content and the main revenue models for digital content delivery.
• Understand digital rights management.
• Describe the different types of social networks and online communities and their business models.
• Explain the procurement process, the supply chain, and collaborative commerce.

Attendance/Participation

Although I will not take attendance, I am certain that not attending will result in substantial damage to your learning process and course grade. This course is not simply a review of the text. Exams will consist of materials discussed during class. In addition, there will be regular in-class lab assignments that will be explained and performed during the Tuesday lab sessions. I truly believe that coming to class prepared and actively participating in the learning process will improve your chances for success in this class and your future.
Assignments and Grading

The course grade is broken into lecture and homework components. The lecture grade is broken into two parts: video cases and exams (two midterm exams and a non-comprehensive final exam). Each weekly video case is worth 20 points and requires essay-type answers to a series of questions. The grading of video cases will follow the rubric identified below. The midterm exams will be 50 MC questions worth 3 points each while the final exam will be 50 MC questions worth 4 points each.

Homework assignments are divided into weekly and semester-length project categories. Weekly assignments require attendance at the Tuesday lab lecture and are worth 15 points each. The semester project, which involves crafting a business plan for an ecommerce venture, is worth 50 bonus points for exemplary work.

Video cases and lab assignments will be submitted through the D2L dropbox feature according to the deadlines established in class. Video cases are usually due on the Thursday at 5 p.m., one week after that chapter’s lecture session. Lab assignments are usually due on Tuesdays at the end of each regularly scheduled lab session. The ecommerce business plan project is due at the end of the last lecture period before Finals Week.

NOTE: The following numbers are APPROXIMATE and are subject to change during the semester.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Cases (weekly; 11 @ 20)</td>
<td>220</td>
<td>~ 24%</td>
</tr>
<tr>
<td>Lab assignments (weekly; 12 @ 15)</td>
<td>180</td>
<td>~ 20%</td>
</tr>
<tr>
<td>Semester ecommerce business plan project</td>
<td>50 bonus</td>
<td></td>
</tr>
<tr>
<td>Midterm Exams (2 @ 150) on Thursdays MT1 October 1st; MT2 November 12th</td>
<td>300</td>
<td>~ 33%</td>
</tr>
<tr>
<td>Final Exam (1 @ 200) December 17th at 2:45 p.m.</td>
<td>200</td>
<td>~ 22%</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td>900</td>
<td>+ bonus</td>
</tr>
</tbody>
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Video Case & Writing Rubric

Quality of Ideas: 25% of grade

Range and depth of argument; logic of argument; quality of research or original thought; appropriate sense of complexity of the topic; appropriate awareness of opposing views.

Organization & Development: 25% of grade

Effective title; clarity of thesis statement; logical and clear arrangement of ideas; effective use of transitions; unity and coherence of paragraphs; good development of ideas through supporting detail and evidence.
Clarity & Style: 25% of grade

Ease of readability; appropriate voice, tone, and style for assignment; clarity of sentence structure; gracefulness of sentence structure; appropriate variety and maturity of sentence structure.

Sentence Structure & Mechanics: 25% of grade

Grammatically correct sentences; absence of comma splices, run-ons, fragments; absence of usage and grammatical errors; accurate spelling; careful proofreading; attractive and appropriate manuscript form.

Three Grade Levels for each Category:

1) Sophisticated; 88 – 100%
2) Competent; 75 – 88%
3) Needs Work; below 75%

Policy on Late and Missing Tests or Homework

• You may not make up a missed test, midterms or final. See me as soon as possible if you discover that you have to miss the midterms or final so we can figure something out.
• Late homework penalty is half points maximum until next homework due, then zero.

Policy on Plagiarism or Cheating on Homework Assignments

• Plagiarism is sharing or copying assignments - both actions are prohibited by the student conduct code. This includes submitting work prepared in a prior semester. All writing assignments will be checked using TurnItIn.
• Maximum points are 0% for plagiarized assignments.
• The right to review previously submitted or handed in homework is reserved along with possible retroactive change of grades.

Emergency and Other Procedures:

http://pvcaa.siu.edu/_common/documents/Syllabus%20Attachment%20Fall%202015.pdf