Capital University of Economics and Business
Overseas Chinese College
Course Syllabus

SYLLABUS OF MIS464

Semester and Year   2018 Spring (March 4, 2018 - July 20, 2018)

Course Name   Electronic Commerce

Course Code   MIS464

Course Credits   4

Section Number   Y03

Instructor   Prof. Jingning Li

Contact Information   Office: C217

Email: lijingning@cueb.edu.cn

Office Hour   M: 13:30-16:30; Th: 13:30-16:30

Learning Centre   T: 18:00-20:00; W: 10:00-12:00

Time/Place   **Y03:** T: 13:30-15:20; W: 8:00-9:50 (B310)

Textbook   *E-commerce: Business, Technology, Society*, Seventh Edition by Kenneth C. Laudon and Carol Guercio Traver

China Renmin University Press, ISBN 978-7-300-19713-5

Reference Book

Beginning HTML, XHTML, CSS, and JavaScript, by Jon Duckett
ISBN: 978-0-470-54070-1

Beginning XML (5th Ed.) by Joe Fawcett, Liam R. E. Quin, Danny Ayers
ISBN: 978-1-118-16213-2

The textbook and reference book mainly cover the knowledge that instructor introduced in the class, but not limited to these books, students should have the ability to search and expose to the resources to support your study.

Course Description
The growth of the Internet continues to have a tremendous influence on business. Companies and organizations of all types and sizes are rethinking their strategies and how they run their operations. This course consists of two parts:
- The first part of the course gives an overview of e-commerce theories and introduces technology and society of e-commerce.
- The second part of the course shows how to control the structure of a web pages using XHTML, how to style it using CSS, and how to add interactivity using JavaScript and XML, which is an alternative to HTML and a language for creating web pages with

standardized tags which allow users to describe not only the data itself, but also metadata, i.e. information about the structure and organization of data on a web page.
- The third part of the course introduces the basic knowledge about Android development.

Student Learning Objectives

At the completion of this unit students will have knowledge and understanding of:
- To gain an understanding of the theories and concepts underlying e-commerce
- To apply e-commerce theory and concepts to what e- commerce are doing in "the real world"
- To improve familiarity with current challenges and issues in e-commerce

Library Source

Various books are available for the students to gain a wider exposure to e-commerce knowledge.

Website Source

- XML: http://www.w3schools.com/xml/

Teaching Methods

This course consists of lectures, lab practice, group discussions, study groups, hands-on projects, and group presentation. Students must be prepared to finish some small questions and small quiz about the assigned chapters during the class and the lab class.

Grade Criterion

Component	Weight	Description
Final Exam	20%	A cumulative final examination will be given based on all of the contents of the class. A minimum of 25% of the exam (5 of the 20%) will consist of questions utilizing the application of critical thinking.
Mid-Term Test	20%	A cumulative midterm test will be given based on all of the contents of the first half of the class. A minimum of 25% of the test (5 of the 20%) will consist of questions utilizing the application of critical thinking.
Homework/assignment	15%	A scenario will be given, and the scenario's problems will be solved follow terminologies, practice exercises, and project assignments.
Quizzes	15%	There will be a number of ad-hoc/pop quizzes during the semester. The purpose of the quizzes is to ensure that students keep up with the contents.
Presentation	10%	Students should finish a semester project and make presentation based on the project. Each student should present and the score will be given based on the topic, preparation and PPT and performance.
Participation	10%	Individuals will be asked to participate individually in a

Capital University of Economics and Business
Overseas Chinese College
Course Syllabus

		question and answer 10 times during the semester. Students are required to meet with their teachers every other week. Their performances should be counted in their participation.
Attendance	10%	Refer to attendance policy listed below
Total	100%	

Detailed Grade Computation

	Before Midterm	After Midterm
Attendance	5%	5%
Participation	5%	5%
Homework/assignment	5%	10%
Quizzes/tests	5%	10%
Presentation		10%
Midterm test	20% (5% of critical thinking)	
Final exam		20% (5% of critical thinking)
Total	40%	60%

Grading Policy

A+ 97-100	A 93-96	A- 90–92	B+ 87-89	B 83-86	B- 80–82
C+ 75–79	C 70-74	C- 67–69	D+ 63–66	D 62-60	F 0- 59

Exam Schedule:

Midterm Test: May 7-11, 2018; Final Exam: June 25–29, 2018

Assessment of Student Performance

- ***Self-Study and Reading ability Practice***

  Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

- ***Homework***
  - Students should finish their homework by themselves. Copying from others will be treated as cheating. Students' homework scored will be lowered. Students should hand in all assignments promptly and on time. Late assignment will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Assignment turned in late without proof of illness or had an excused absence will be reduced in score by 50%.

- o Assignment should be printed out. Anything that cannot be read will be marked wrong. Printing requirements are as followed: single space between lines, double space between paragraphs, font size is 12 (maximum). Grammar error can reduce 20% of your score.

- **_Attendance_**

  Attendance in class is required for all students taking courses at the Capital University of Economics and Business Overseas Chinese College.

  - o Being late for 15 minutes or more is considered an absence.
  - o Five hours or above of unexcused absences will result in the lowering of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
  - o 30% class hours of any kind of absences will result in a failing grade (F), but students are welcome to continue attending classes.
  - o An incomplete grade (I) will be considered in case of medical or family emergencies.

- **_Participation_**

  - o Students should participate in classes actively**.** Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
  - o Students should also use office hour to ask questions or talk with the instructor for good communication and effective learning.
  - o Frequent visiting the instructor and chatting in English during office hours is highly recommended.
  - o Any misbehavior and non-class related activities in class will result in the lowering of the participation grade, including ringing beepers and **cell phones.**
  - o All above behaviors will be solely evaluated by the instructor for scoring.

- **_Textbook_**

  - o Students must bring the textbook to class.

Topical Course Outline

Week	Date	Topics

Capital University of Economics and Business
Overseas Chinese College
Course Syllabus

1	March 5 – March 9	Syllabus Chapter 1: Introduction to E-commerce: the revolution is just beginning XML: ● Introducing XML *Assignment 1 start*
2	March 12 – March 16	Mini-Test: Chapter 1 XML: ● Validation: Document Type Definitions (DTD)
3	March 19 – March 23	Chapter 2: Introduction to E-commerce: E-commerce business models and concepts XML: ● Validation: XML Schemas
4	March 26 – March 30	Mini-Test: Chapter 2 XML: ● Processing: XSLT
5	April 2 – April 6	Chapter 3: Technology Infrastructure for E-commerce: the internet and world wide web: E-commerce infrastructure XML: ● Processing: XSLT **Qingming Festival**
6	April 9 – April 13	Mini-Test: Chapter 3 XML: ● Database: jQuery
7	April 16 – April 20	Chapter 4: Technology Infrastructure for E-commerce: building an E-commerce web site XML: Database: jQuery **Spring Sports**
8	April 23 – April 27	Mini-Test: Chapter 4 XML: Database: jQuery
9	April 30 – May 4	**Quiz 1** **Review** **Labor Day Holiday** *Submit Assignment 1*
10	May 7 – May 11	**Midterm Test**
11	May 14 – May 18	Chapter 5: Technology Infrastructure for E-commerce: online security and payment systems JSP with MySQL – Part 1

		Assignment 2 start
12	May 21 – May 25	Mini-Test: Chapter 5 JSP with MySQL – Part 2
13	May 28 – June 1	Chapter 6: Business Concepts and Social Issues: E-commerce marketing concepts JSP with MySQL – Part 3
14	June 4 – June 8	Chapter 7: Business Concepts and Social Issues: E-commerce marketing communications JSP with MySQL – Part 4
15	June 11 – June 15	**Quiz 2** (includes Mini-Test: Chapter 6, Chapter 7) Chapter 8: Business Concepts and Social Issues: ethical, social, and political issues in E-commerce JSP with MySQL – Part 5
16	June 18 – June 22	**Duanwu Festival** **Presentation** *Submit Assignment 2*
17	June 25 – June 29	**Final Exam**

Note: Some chapters or sections may leave for self-study, this is the students' duty to learn and understand, they may also be included in the quizzes or exams.
Week 9 and Week 16: review in Chinese during L.C. and O.H.

Teacher's Office Hour

- The instructor's office hour is shown in the front of the office door.
- Students are required to use the instructor's office hour to ask questions or talk with the instructor <u>once at least per week</u> for good communication and effective learning, <u>which is recorded in the students' participation</u>.
- The time can be scheduled by instructors or students, or both.

Cheating and Plagiarism

Cheating is not tolerated. <u>Any student caught cheating on a quiz; test or exam will be given a mark of zero (0)</u> for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

Important Dates

Spring Semester, 2018   March 4, 2018— July 20, 2018

Capital University of Economics and Business
Overseas Chinese College
Course Syllabus

Mar.4	Registration
Mar.5	Classes Begin
Mar.16	Last Day to Drop or Add a Course
Apr.5	Qingming Festival (tentative)
Apr.20	Spring Sports (tentative)
May 1	Labor Day Holiday (tentative)
May.7 -11	Midterm Exams
May 14-18	Summer School Registration (tentative)
June 18	Duanwu Festival (tentative)
June 25-29	Sophomore and Junior students' Final Exam
July 2-20	Sophomore and Junior students' Social Practice，Summer School
July 16-20	Revision and Final Exam Period
July 23	Summer Vacation Begins

Note: This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.

Instructor's Signature: Jingning Li   Department Head's Signature: Jingning Li