

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

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| <u>Year and Semester</u> | 2020 Spring (March 2, 2020 — July 12, 2020) |
| <u>Course Name</u> | Electronic Commerce |
| <u>Course Code</u> | MIS464 |
| <u>Course Type</u> | <input type="checkbox"/> General Education (Required) <input type="checkbox"/> General Education (Elective) <input checked="" type="checkbox"/> Professional Course (Required) <input type="checkbox"/> Professional Course (Elective) <input type="checkbox"/> Basic Disciplinary Course |
| <u>Course Credits</u> | 4 |
| <u>Course Hours</u> | 64 |
| <u>Instructor</u> | Jingning Li |
| <u>Contact Information</u> | Office: C217 Email: lijingning@cueb.edu.cn |
| <u>Office Hour</u> | TBA |
| <u>Learning Centre</u> | TBA |
| <u>Grade/Section</u> | 2017CFA/ Y02 |
| <u>Course Time/Place</u> | M: 10:10-12:00 (5#208); W: 10:10-12:00 (B310) |

Textbook

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

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 HTML, and how to add interactivity using JavaScript, which is an alternative to HTML.

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

- HTML: <https://www.w3school.com.cn/h.asp>
- JavaScript: <https://www.w3school.com.cn/js/index.asp>

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 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: April 27 – May 1, 2020;

Final Exam: June 15-19, 2020

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 and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.

☛ Attendance

Because the course covers a great deal of material, attending every class session is very important for performing well.

- ◆ Being late for 15 minutes or more is considered an absence.
- ◆ Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.

- ♦ Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly. but students are welcome to continue attending classes.
- ♦ An incomplete grade (I) will be considered in case of medical or family emergencies.

☞ Participation

- ♦ 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.
- ♦ Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- ♦ Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- ♦ Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.
- ♦ All above behaviors will be solely evaluated by the instructor for scoring.

☞ Textbook

Students must bring the textbook to class.

Topical Course Outline

| Week | Date | Topics | Homework |
|------|---------|---|--------------------|
| 1 | Mar. 2 | Syllabus Chapter 1: Introduction to E-commerce: the revolution is just beginning | |
| | Mar. 4 | Mini-Test: Chapter 1 (on PC 1 hour test) | |
| 2 | Mar. 9 | Chapter 2: Introduction to E-commerce: E-commerce business models and concepts – Part 1 | |
| | Mar. 11 | Chapter 2: Introduction to E-commerce: E-commerce business models and concepts – Part 2 | |
| 3 | Mar. 16 | Mini-Test: Chapter 2 (on PC 1 hour test) | |
| | Mar. 18 | Assignment 1 – write a business plan | Assignment 1 start |
| 4 | Mar. 23 | Chapter 3: Technology Infrastructure for E-commerce: the internet and world wide web: E-commerce infrastructure | |

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|----|---------|---|---------------------|
| | Mar. 25 | Mini-Test: Chapter 3 (on PC 1 hour test) | |
| 5 | Mar. 30 | Chapter 4: Technology Infrastructure for E-commerce: building an E-commerce web site | |
| | Apr. 1 | Mini-Test: Chapter 4 (on PC 1 hour test) | |
| 6 | Apr. 6 | Chapter 5: Technology Infrastructure for E-commerce: online security and payment systems | |
| | Apr. 8 | Mini-Test: Chapter 5 (on PC 1 hour test) | |
| 7 | Apr. 13 | Chapter 6: Business Concepts and Social Issues: E-commerce marketing concepts | |
| | Apr. 15 | Mini-Test: Chapter 6 (on PC 1 hour test) | |
| 8 | Apr. 20 | Chapter 7: Business Concepts and Social Issues: E-commerce marketing communications | |
| | Apr. 22 | Mini-Test: Chapter 7 (on PC 1 hour test) | |
| 9 | Apr. 27 | Midterm Test Midterm Test – Answer Time | |
| | Apr. 29 | Chapter 8: Business Concepts and Social Issues: ethical, social, and political issues in E-commerce Mini-Test: Chapter 8 (on PC 1 hour test) | Submit Assignment 1 |
| 10 | May 4 | Structuring Documents for the Web | Assignment 2 start |
| | May 6 | Practice on Structuring Documents for the Web | |
| 11 | May 11 | Links and Navigation | |
| | May 13 | Practice on Links and Navigation | |
| 12 | May 18 | Images, Audio, and Video Practice on Images, Audio, and Video | |

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| | May 20 | Tables Practice on Tables | |
| 13 | May 25 | Forms Practice on Forms (register & login webpages) | |
| | May 27 | Frames Practice on Frames | |
| 14 | Jun. 1 | Learning JavaScript Practice on JavaScript <ul style="list-style-type: none"> ■ count with checking user input (enter or not; number or not) ■ showing up errors (on the popup window; one the current webpage) | |
| | Jun. 3 | Working with JavaScript <ul style="list-style-type: none"> ■ Show up the results on the webpage (text or inside the textbox) ■ Calculator as students' cellphone's | |
| 15 | Jun. 8 | Continue Working with JavaScript (Login & Register) <ul style="list-style-type: none"> ■ Check user input (enter or not; passwords are same or not; email or not) ■ Show up the warnings (on the popup window; current webpage) ■ Show up the login's user name on the welcome webpage | |
| | Jun. 10 | Continue Working with JavaScript (Login & Register) <ul style="list-style-type: none"> ■ Show up the login's user name on the welcome webpage using cookies ■ Show up the login's user name on the welcome webpage using form's method (Get/Post) ■ Show up the login's user name on the welcome webpage with another 3-4 ways | |
| 16 | Jun. 15 | Final Exam | Submit Assignment 2 |
| | Jun. 17 | 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 8 and Week 15: 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 once at least per week for good communication and effective learning, which is recorded in the students' participation.
- The time can be scheduled by instructors or students, or both.

Cheating and Plagiarism

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) 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, 2020 | Feb 23, 2020— July 12, 2020 |
|------------------------------|--|
| Feb.23 | Registration |
| Feb.24 | Classes Begin |
| Feb.28 | Last Day to Drop or Add a Course |
| Apr.4 | Qing Ming Festival |
| Apr.17 | Spring Sports |
| Apr.20 -24 | Midterm Test (tentative) |
| May 1 | Labor Day |
| May 11-15 | Summer School Registration (tentative) |
| June 15-19 | Sophomore and Junior students' Final Exam |
| June 22-July12 | Sophomore and Junior students' Social Practice, Summer School |
| June 25 | Dragon-Boat Festival |
| June 27- July10 | Revision and Final Exam Period |
| July 13 | 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