

# Capital University of Economics and Business

## Overseas Chinese College

### Course Syllabus

<b><u>Year and Semester</u></b>	2019 Fall (September 2, 2019 - January 10, 2020)
<b><u>Course Name</u></b>	Electronic Commerce
<b><u>Course Code</u></b>	MIS464
<b><u>Course Type</u></b>	<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
<b><u>Course Credits</u></b>	4
<b><u>Course Hours</u></b>	64
<b><u>Instructor</u></b>	Jingning Li
<b><u>Contact Information</u></b>	Office: C217 Email: lijingning@cueb.edu.cn
<b><u>Office Hour</u></b>	M/W: 15:30-16:30; Th: 10:00-14:30; F: 9:00-10:00
<b><u>Learning Centre</u></b>	T: 18:00-20:00; Th: 14:30-16:30
<b><u>Grade/Section</u></b>	2016CFA & 2016FISC/ Y02
<b><u>Course Time/Place</u></b>	M: 10:10-12:00 (A204); T: 13:30-15:20 (B209)

#### **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

*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.

### **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 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**

	<b>Before Midterm</b>	<b>After Midterm</b>
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: November 4-8, 2019;

Final Exam: January 1-10, 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	Sep. 2	Syllabus Chapter 1: Introduction to E-commerce: the revolution is just beginning	
	Sep. 3	XML: <ul style="list-style-type: none"> <li>● Introducing XML</li> <li>● Validation: Document Type Definitions (DTD)</li> </ul>	
2	Sep. 9	Mini-Test: Chapter 1 (on PC 1 hour test)	
	Sep. 10	XML: <ul style="list-style-type: none"> <li>● Review DTD</li> <li>● Validation: XML Schemas – Part 1 (Lecture + Lab Practice)</li> </ul>	
3	Sep. 16	Chapter 2: Introduction to E-commerce: E-commerce business models and concepts – Part 1	
	Sep. 17	XML: <ul style="list-style-type: none"> <li>● Validation: XML Schemas – Part 2 (Lab Practice)</li> </ul>	Assignment 1 start

4	Sep. 23	Chapter 2: Introduction to E-commerce: E-commerce business models and concepts – Part 2	
	Sep. 24	XML: ● Validation: XML Schemas – Part 3 (Lab Practice) ● Processing: XSLT – Part 1	
5	Sep. 30	Mini-Test: Chapter 2	
	Oct. 1	<i>National Day Holiday</i>	XML: ● Processing: XSLT – Part 2
6	Oct. 7	<i>National Day Holiday</i>	Chapter 3: Technology Infrastructure for E-commerce: the internet and world wide web: E-commerce infrastructure
	Oct. 8	XML: ● Database: jQuery – Part 1	
7	Oct. 14	Mini-Test: Chapter 3	
	Oct. 15	XML: ● Database: jQuery – Part 2	
8	Oct. 21	Chapter 4: Technology Infrastructure for E-commerce: building an E-commerce web site	
	Oct. 22	XML: ● Database: jQuery – Part 3	
9	Oct. 28	XML: ● Database: jQuery – Part 4	
	Oct. 29	<b>Quiz 1</b> (includes Mini-Test: Chapter 4) <b>Review</b>	Submit Assignment 1
10	Nov. 4	<b>Midterm Test</b>	
	Nov. 5	<b>Midterm Test – Answer Time</b>	
11	Nov. 11	Chapter 5: Technology Infrastructure for E-commerce: online security and payment systems	
	Nov. 12	JSP with MySQL / PHP with XML – Part 1	Assignment 2 start
12	Nov. 18	Mini-Test: Chapter 5	
	Nov. 19	JSP with MySQL / PHP with XML – Part 2	
13	Nov. 25	Chapter 6: Business Concepts and Social Issues: E-commerce marketing concepts	
	Nov. 26	JSP with MySQL / PHP with XML – Part 3	
14	Dec. 2	Chapter 7: Business Concepts and Social Issues: E-commerce marketing communications	
	Dec. 3	JSP with MySQL / PHP with XML – Part 4	
15	Dec. 9	<b>Quiz 2</b> (includes Mini-Test: Chapter 6, Chapter 7) Chapter 8: Business Concepts and Social Issues: ethical,	

		social, and political issues in E-commerce	
	Dec. 10	JSP with MySQL / PHP with XML – Part 5	
16	Dec. 16	<b>Presentation</b>	Submit Assignment 2
	Dec. 17	<b>Presentation</b>	
17	Dec. 23	<b>Presentation</b>	
	Dec. 24	<b>Presentation</b>	
18	Dec. 30	<b>Review</b>	
	Dec. 31	<b>Review</b>	
19	Jan. 6	<b>Final Exam</b>	
	Jan. 7	<b>Final Exam</b>	

**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 18: 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

#### **Fall Semester, 2019**

Aug. 30

Sep.2

Sep.7 - 20

Sep.23

Sep.13

Oct.1 - 7

Nov. 4 - 8

Jan.1, 2020

Jan. 1 - 10

Jan.11

#### **September 2, 2019— January 10, 2020**

Registration

Classes Begin

Freshmen's Military Training

Classes Begin ( Freshmen )

Mid-Autumn Festival (tentative)

National Day Holiday (tentative)

Mid-term Test

New Year's Day Holiday (tentative)

Final Exam Period

Winter 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