

Web Applications and E-Commerce
ACIS 5594 CRN 90174/90942
Fall 2006
Dr. France Bélanger

Office: PAM 3009

Email: belanger@vt.edu

Phone: 231-6720

Course information and documents are available on Blackboard!

Class Hours: TU-TH 11:00-12:15 PAM 3004

Office Hours: TU-TH 9:30-10:30; TU 12:30-1:30

Please schedule appointments for other times.

Catalog Description:

ACIS 5594: Web-based Applications and Electronic Commerce

An examination of the concepts, technologies, and applications of electronic commerce. Topics include the world wide web as a platform for electronic commerce; intranets; electronic data interchange; electronic banking and payment systems; security and firewalls; software agents; and the social, legal, and international issues of electronic commerce. Must have completed the first year of the MBA program or the prerequisites of the Master's of Accounting and Information Systems Program. **Prerequisites:** ACIS 5514 or BIT 5474.

Course Approach:

This class uses the active learning model in which students become active participants in the learning process. The class will include some lecture material, but learning will also occur through student leadership in class discussion, teamwork, and out-of-class preparation. You are expected to attend class and participate in discussions, and to ask questions. You will have access to substantive information from the assigned textbook, readings, and class lectures. However, you will need to complement this information with new knowledge that can be found in news articles and on the Web. With the rapid changes that occur in the world of e-commerce no text or article can be up-to-date, and can therefore only serve as reference tools. Guest speakers with substantial e-business backgrounds might be invited to the class. In such cases, students will be required to assimilate scheduled material on their own.

Textbooks:

E-Business Technologies, Van Slyke, Craig and Bélanger, France. John-Wiley & Sons: New York, NY, 2003, ISBN: 0-471-393924.

- **IMPORTANT NOTE:** While this book is listed as optional, it will serve as the basis for many of the lectures (augmented with other material). In addition, the material from the book is needed for the semester project. Mandatory for students in non-technical fields.

The Unofficial Guide to Starting a Business Online, Rich, Jason. John-Wiley & Sons: New York, NY, 1999, ISBN: 0-028-633407.

- **IMPORTANT NOTE:** This book is optional, but can be useful for developing your e-business ideas (for the semester project).

Other Required Readings:

The following are **MANDATORY** readings available for purchase at the Harvard Online site. Other mandatory readings (free) are on Blackboard.

1. Amazon.com – 2002, Harvard Business Case # 9-803-098, by Stig Leschly, Michael J. Roberts, William A. Sahlman, and Todd Thedinga.
2. The ITC eChoupal Initiative, Harvard Business Case # 9-604-016, by David Upton and Virginia Fuller.
3. Making Sense of Emerging Market Structures in B2B E-Commerce, California Management Review # CMR270, by B. Mahadevan.
4. Google, Inc., Harvard Business Case # 9-806-105, by Thomas R. Eisenmann and Kerry Herman.
5. Alibris in 2004, Harvard Business Case # 9-605-035, by Andrew McAfee.
6. Rakuten, Harvard Business Case # 9-305-050, by F. Warren McFarlan, Andrew P. McAfee, Thomas R. Eisenmann and Masako Egawa.
7. Monster.com: Success Beyond the Bubble, Harvard Business Case # 9-802-024, by Roger Hallowell and Cate Reavis.

**** Instructions for Purchasing These Readings:**

Go to the following website (The direct link is available on Blackboard)

<http://harvardbusinessonline.hbsp.harvard.edu/relay.jhtml?name=cp&c=c95313>.

1. You will need to register
2. You will need to download the SealedMedia Unsealer plug-in. You can then view the products for six months, and can print each product up to 3 times. Students can download the plug-in from <http://download.sealedmedia.com/unsealer/index.asp>

Other Resources:

Element K Course on Dreamweaver or ColdFusion (to build your e-business prototype)

1. Log onto Hokie Portal (<http://portal.vt.edu>) (or click on the Portal at the VT Home Page)
2. From inside the portal, select the tab for Academics & Training
3. Find "Computer Software Training" on the page and click on the Element K link

Honor Code:

All university policies regarding cheating, **plagiarism**, falsification, nonattendance, and illnesses will be strictly applied. Read your catalog regarding these policies. **The Honor Code will be strictly enforced. Students copying directly from resource material without proper referencing will receive zero for their work, be assigned an "F" grade for the class, and be referred to the Honor court.**

Disability:

If you suffer from a disability and would like to make arrangements for exams, assignments, or projects, please contact the instructor as soon as possible.

Grading Policy:

The course grade will be based on the following components:

Mid-term	80
Final	80
Project	90
Case presentation	25
Case summaries	15
“In the News” article	10
<hr/> Total Points for Semester:	<hr/> 300

Grades assigned as follows: A (>93%), A- (>90%), B+ (>87%), B (>83%), B- (>80%), C+ (>77%), C (>73%), C- (>70%), D (>60%), and F (<60%).

Tests

There will be two tests this semester. Both tests are comprehensive essay exams covering all material, discussions, presentations, cases, and readings for the class. The tests will be open notes, open book format. All tests must be written on a computer. No makeup exam will be given unless a documented physician approved medical condition occurs (not a visit to the Health Center!).

- The final exam is currently scheduled for December 14, 2005 from 2:05-4:05 PM. Do not make travel arrangements for before that date.

Project

A semester long project will be assigned to you in the first week of class. The project will be completed in teams and the last week of classes will be reserved for project presentations. Further details are provided on Blackboard.

Case presentation

Teams of students will be assigned a case during the second week of class for presentation during the semester. The team must conduct additional research when needed, prepare an overview of the case context and their additional findings, present the case’s main objectives, and answer specific questions. Further details are provided on Blackboard.

Case summaries

All students must prepare a case summary for each case listed in the syllabus. The case summaries include a brief description of the case, identification of the major issue (s), and of the main lesson (s) learned from the case. The case summaries must be less than one page. They must be submitted at class time. **DO NOT EMAIL Summaries. NO LATE SUMMARIES WILL BE ACCEPTED.** Non-attendance, even justified, will result in no grade on that day’s summary. Grades will be assigned as 0 = unsatisfactory; 1 = OK but missed most elements of the case; 2 = satisfactory.

In The News Assignment

Every student is responsible for bringing to class and presenting a recently published article related to e-commerce. The article must have been published within the last ten (10) days before the student’s date of presentation. The presenter must either give a copy of the article to every student in the class, or send it by email **BEFORE** the class. Students must decide when they will do their presentation. Note, however, that a maximum of two students will be allowed to present their article per class session. If students wait too late in the semester, they may not be able to present an article and will lose the assigned points.

PRE-CLASS PREPARATION

This class requires significant prior work from students.

1. All Students must read assigned chapters, cases or articles.
2. All students must prepare the case summaries. Questions and discussions by non-presenters will be strongly encouraged.
3. All students must read the short “In the News” article and be prepared to discuss it.

Tentative Outline

DATE	Topics	Readings
8/22-24 (week 1)	Introduction & E-business impacts	V & B Chapter 1 V & B Chapter 2
8/29-31 (week 2)	Business-to-consumer e-commerce	CASE: Amazon.com – 2002 (9-803-098) DUE: Team selection: M 8/28 (cases assigned 8/29) TH 8/31 Guest Speaker: Mr. Clark, Skiviez.com
9/5-7 (week 3)	E-business barriers	V & B Chapter 3 CASE: Monster.com 9-802-024
9/12-14 (week 4)	E-commerce infrastructures (Internet and C/S technologies)	V & B Chapter 4 V & B Chapter 7
9/19-21 (week 5)	E-commerce infrastructures (telecommunications)	V & B Chapter 6 CASE: Google, Inc (9-806-105) DUE: Draft Business Ideas: TH 9/21
9/26-28 (week 6)	Web design and e-business content	V & B Chapter 8 V & B Chapter 9 CASE: Rakuten (9-305-050)
10/3-5 (week 7)	E-business Idea Presentations: Industry Panel – PAM 1001 Tentatively scheduled for Monday 10/2 6-9 PM	
10/10-12 (week 8)	E-business security & privacy	V & B Chapter 10
10/17-19 (week 9)	Mid Term Exam (All material up to October 12) Tentatively scheduled for Monday October 16 6-9 PM in PAMPLIN 1001	
10/24-26 (week 10)	E-payment	V & B Chapter 11 Octopus article (see Blackboard)
10/31-11/2 (week 11)	Business-to-Business	See PPT on Blackboard Article “Making sense...” (CMR270) CASE: ITC eChoupal Initiative (9-604-016)
11/7-9 (week 12)	E-business frameworks and trends	V&B Chapter 12 CASE: Alibris in 2004 (9-605-035)
11/14-16 (week 13)	E-business applications	Kotorov article (see Blackboard) DUE: E-business infrastructure plans
11/21-23 (week 14)	Thanksgiving Break	
11/28-20 (week 15)	Final e-Business Web site presentations	
12/5 (week 16)	Final e-Business Web site presentations	

- This schedule is tentative. Any changes will be announced in class.