



University of the Incarnate Word  
E-Commerce - BINF 4363  
Course Outline

**Instructor:** Homer L. Krout, II Ed. S., Ph.D.  
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**Phone:** See Blackboard Instructor Information  
**Office Hours:** See Blackboard Instructor Information  
**Term:** Summer 1, 2016

**Course #:** eCommerce BINF 4363  
**Course Title:** Introduction to Electronic Commerce  
**Term:** Summer 1 2016  
**Text:** (eText) – **Refer to Blackboard Course Outline and Book Section for current text.**  
Schneider, Gary P. Electronic Commerce, 11th Ed. Cengage Learning. ISBN-13  
9781305177659. - *(make sure to check in the Course Outline and Book Section)*

**Catalog Description:** This course provides an introduction to the concepts of electronic commerce and its impact in and on today's business environment. It includes an exploration of electronic commerce tools: B2B, B2C, Internet, Intranet, Extranet, Protocols, Security, Electronic Data Interchange (EDI), video-conferencing and Electronic Funds Transfer (EFT).

**Academic Outcomes:** At the end of this course of instruction students successfully completing the course will:

- Be familiar with implementing commercialization on the Internet.
- Be familiar with the architecture and telecommunications aspects of Electronic Commerce.
- Be familiar with concepts of structured documents and the active/compound document architecture.
- Understand and be able to apply HTML fundamentals.
- Understand the relationship of the Internet and Electronic Commerce.
- Understand the fundamentals of electronic payment systems and Electronic Data Interchange.
- Understand the role multimedia plays as a part of Electronic Commerce
- Understand how Electric Commerce is applied to education, marketing, and research.

**Learning Resources:** The course evaluations will be based on the following outcomes:

- Written assignments - must be submitted in word processing (MS Word .doc or .docx) or other appropriate electronic format. Requirements documents for each assignment will indicate 'other' formats as required. *Note:* If you submit assignments in .docx format make sure you check your work – documents in this format are sometimes saved in .xml format and lose information and formatting.
- Research - using the Web to gather information and communicate. Understanding search engines and performing searches will be important.

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- Discussions/Discussion Participation - discussing and exchanging information with class peers. Students are expected to research, read, and share facts or their opinions – depending on the nature of the questions. Please review the Discussion Documents for specific discussion requirements.
- HTML Implementation - development of documents using an entry level knowledge of HTML will be required throughout the course.
- Video Review/Discussion - review and discussion of video assignments.
- Final/Team Project - teams will develop an on-line store with products.

**Weighting of Assignments:** Assignment of grades will be done IAW University Policy.

Discussions		30%
Final Project		30%
Virtual Store	20%	
Presentation Summary	5%	
Team Participation	5%	
Mid-Term		20%
Assignments		20%
Resume in HTML	10%	
Biography (1st Week)	5%	
Peer Discussion Evaluations	5%	
<b>Total:</b>		100%

**Requirements Documents:** All Requirements have associated 'Requirements Documents'. These will be found in the Course Outline and Book Section by the end of the first week of the course. Additionally as assignments become due on a weekly basis requirements will be located in the Week Assignment area.

- Biography: See Biography requirements in the Course Outline and in the Assignments Section in the Weekly area.
- Resume in HTML: Create a simple resume using notepad, consisting of basic HTML tags, at least a personal picture, background, and bullets. See Resume Requirements Document.
- Virtual Store Project: Your team must create a virtual store using any available shopping cart solutions (e.g. a free 14 days Yahoo store account at store.yahoo.com or account from godaddy.com). The Final Virtual Store is due towards the end of the 7<sup>th</sup> Week of class, with a final presentation/Summary of your site due by Wednesday of Week #8.
- Team Evaluations: You are required to objectively evaluate team members on a regular basis. See Team Evaluation Requirements Document and Team Evaluation Rubric in the Course Outline and Book area.
- Peer Discussion Evaluations: Over the course you will be expected to evaluate peer discussions. Please see the Peer Discussion Evaluation Requirements Document.
- Discussions: See Discussion Requirements, Discussion Evaluation Rubric and Discussion Strategies documents in the Course Outline and Book section.

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- Mid-Term Examination: A mid-term examination will be posted in Week #5. Requirements will be posted as needed.

**Quality of Work:** This is a university level course and as such the quality of your work should reflect both what you have learned in both content and delivery. I would expect you to begin applying fundamentals that you have learned as you contribute to the discussions and present written work.

Please make sure that you select and use a 'style' manual. If you are not familiar with creating papers using a 'style' I recommend you consider the "Publication Manual of the American Psychological Association" i.e. APA Manual.

**Homework:** All homework is to be turned in on-line. In general late assignments will not be accepted.

The due date for all homework, with the exception of the final week of the course, is Sunday by 2400 CST. (The school has a requirement for 1700 on Sunday/CST but I don't start grading until Monday AM so .... ) All homework must be turned in by the designated due date. If you foresee a problem, or have trouble with the software, need help, etc., notify me as soon as possible before the deadline. If you encounter any other problems with meeting a given deadline, contact me and I will evaluate your situation on an individual basis. If I agree that materials can be submitted late a letter grade reduction - prior to grading - will be imposed.

**Lectures:** Each week, there will be a lecture or mini-lecture posted in the Weekly Discussion area. Lectures will be applicable to course concepts. I will also frequently post some 'Food for Thought (FFT)' documents for your consideration. Note that the FFT documents will only be available for the weekly session.

**Assignments:** All assignments have requirements documents. In some cases there may be multiple documents available. For example in addition to the base requirements document you may find a document with some basic formatting that you are required to complete an assignment. ---- You can find your assignments several different ways. There will always be a list of requirements along with supporting documents in the Course Outline and Book Section. During the period/week that an assignment is due you will also find a copy of those same documents in the Weekly Assignments Section.

**Weekly Course Schedule:** The term "week" used in the outline refers to the span of seven days from Monday to Sunday. All assignments are due NLT 2400 CST Sunday of the week indicated in the course outline. Note that the Final Paper is due NLT 2400 Wednesday of Week #8.

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**Weekly Schedule:**

*Each week you will see numbers in parenthesis. These are the hours of Alternative Instructional Equivalencies for this course. They are an expectation for the minimum amount of time (hours) you will spend on each topic each week. They have two purposes; the first is to indicate the hours expected for you to work on completing the assignment successfully and, (the second) is for accreditation.*

<b>Week</b>	<b>Chapters, Reading &amp; Lectures</b>	<b>Homework Assignments</b>
1	Introduction to Course Chapter #1 – Introduction To Electronic Commerce Chapter #2 - Technology Infrastructure	Review/Read Course Materials (2) General Discussions (1.5) Biography – See Requirements (1.5) Team Participation/Work (1) <b>Due:</b> Biography, Discussion Input, Team Participation (AIE=6)
2	Chapter #3 – Selling on the Web Chapter #4 – Marketing on the Web	Read/Review Course Material (1) General Discussions (2) Team Participation/Work (2.0) Review/Discuss Video (1) <b>Due:</b> Team Member Evaluation #1 Discussion Input, Video Review/Input Virtual Store Theme (1) See ‘Team Evaluation Requirements’ and ‘Team Evaluation Rubric’ for additional information. (AIE=6)
3	Chapter #5- B2B: Improving Efficiency and Reducing Costs Chapter #7 – The Environment of Electronic Commerce	Read/Review Course Material (.5) General Discussions (2.5) Team Participation/Work (1.5) <b>Due:</b> Discussion Input, Resume in HTML(1.5) (AIE=6.0)
4	Chapter #6 – Social Networking, Mobile Commerce and Online Auctions Chapter #8 – Web Server, Hardware and Software	Read/Review Course Material (.5) General Discussions (2.5) Team Participation/Work (1.5) Team Member Evaluation #2 (.5) Video Review (.5) <b>Due:</b> Discussion Input, Preliminary Design of Virtual Store, Team Member Evaluation #2 (AIE=5.5)
5	<b>Mid-Term</b> Chapter #9 – E-Commerce Software	Read/Review Course Material (.5) General Discussions (2) Review/Discuss Video (1) Mid-Term Exam (2)

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		<b>Due:</b> Mid Term, Discussion Input Video Discussion Input (AIE=5.5)
6	<b>Chapter # 10 – E-Commerce Security</b> <b>Chapter #11 – Payment Systems for E-Commerce</b>	Read/Review Course Material (.5) General Discussion (2.5) Team Participation/Work (2.5) Team Member Evaluation (.5) <b>Due:</b> Discussion Input, (Final) Design Of Virtual Store, Team Member Evaluation #3 Due (AIE=5.5)
7	<b>Chapter #12 – Managing Electronic Commerce Implementations</b>	Review/Read Course Material (.5) General Discussions (2) Team Participation/Work (2.5) Team Member Evaluation #4 (.5) <b>Due:</b> Discussion Input, Virtual Store, Team Evaluation #4 (AIE=5.5)
8	<b>Course Summary</b>	Virtual Store Presentation/Summary (1) Team Participation/Work (1.0) General Discussion (2) <b>Due:</b> Discussion Input, Virtual Store Summary. (AIE=4)

Total AIE Hours = 44

**Attendance Policy:** This is an on-line class and as such there will be no physical 'attendance' requirements. However you are /will be expected to comply with discussion and other requirements as noted in this outline and requirements posted.

**Late Assignments:** Late assignments are those assignments that are not turned in by the end of class period, on the original due date. Late assignments will not be accepted unless there was a 'documented' emergency. In this event, an assignment will be acceptable within 2 days of the original due date @ one letter grade. All late assignments will be reduced one (1) letter grade prior to evaluation. e.g. evaluation starts with a "B". After 2 days, the assignment will not be accepted!

**Disability Accommodations:**

The University of the Incarnate Word is committed to providing a supportive, challenging, diverse and integrated environment for all students. In accordance with Section 504 of the Rehabilitation Act – Subpart E and Title III of the Americans with Disabilities Act (ADA), the University ensures accessibility to

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its programs, services and activities for qualified students with documented disabilities.

For more information, contact the Student Disability Services Office:

Location Administration Building – Room 105

Phone (210) 829-3997

Fax (210) 829-6078 [www.uiw.edu/sds](http://www.uiw.edu/sds)

**Academic Honesty Statement:**

(<http://www.uiw.edu/registrar/documents/UIWUGCATALOG2009-2011--WEBVERSION.pdf>, page 84)

University of the Incarnate Word is strongly committed to the nurturing of academic excellence. The University expects its students to pursue and maintain truth, honesty, and personal integrity in their academic work. Academic dishonesty, in any form, constitutes a serious threat to the freedoms, which define an academic community. The following definitions and guidelines have therefore been established to secure the maintenance of academic integrity at Incarnate Word.

Forms of academic dishonesty include, but are not limited to:

- Cheating on tests, examinations, or other class or laboratory work.
- Plagiarism (appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit).
- Counterfeit Work – including turning in as one's own, work which was created, researched, or produced by someone else.
- Falsification of Academic Records – knowingly and improperly changing grades on transcripts, grade sheets, electronic data sheets, class reports, projects, or other academically related documents.
- Unauthorized Reuse of Work – the turning in of the same work to more than one class without consent of the instructor involved constitutes academic dishonesty.
- Theft – unauthorized use or circulation of tests or answer sheets specifically prepared for a given course and as yet not used or publicly released by the instructor of a course, or theft of completed tests.
- Collusion – Involvement in Collusion -unauthorized collaboration with another to violate a provision of the Code of Academic Integrity.
- Facilitating Academic Dishonesty – intentionally or knowingly helping or attempting to help another to violate a provision of the Academic Integrity Policy of the University.

**Drop Policy for Online:**

IMPORTANT “DROP COURSE” INFORMATION: It is the student's responsibility to drop their course within the 100% refund period to avoid assessment of tuition and fees. There will not be a university-initiated drop for non-participation. If you do not plan to attend, you must drop your courses by Friday at 5pm of the first week of the term to be within the 100% refund period. Please submit your drop to <http://online.uiw.edu/course-drop-form> A \$50 administrative fee is applied for all drops from courses offered through the Virtual University.

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ARMY Students must drop their course(s) through GoArmyEd. All active duty military students do not get charged a drop fee.