



E-BUSINESS INFRASTRUCTURE

EBSUM300 — E-Business Infrastructure Management, 3.0 hours

PROFESSOR

Tom Tardy is an Information Security professional passionate about teaching and helping others perform at their best. Tom loves to learn and challenge himself. He has a master's degree in Information Security, two bachelors' degree – in Education and Computer Forensics – and an associate's degree in Law Enforcement Technology. He also is a Certified Ethical Hacker (C|EH) and Certified Hacker Forensic Investigator (C|HFI).

CONTACT INFORMATION

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ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing info@lakewood.edu

BOOKS AND RESOURCES

Gary P. Schneider. Electronic Commerce, 12 Ed. Cengage, 2017.

EVALUATION METHOD

Graded work will receive a numeric score reflecting the quality of performance.

Course Requirement Summary

- Assignments - Total of 60 Points
- Weekly discussion forums-Total of 80 Points
- Midterm - 20 points
- Final Exam - 50 Points

GRADING SCALE

Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 210. To determine the final grade, the student's earned points are divided by 210.

Your overall course grade will be determined according to the following scale:

- A = (90% - 100%)
- B = (80% - 89%)
- C = (70% - 79%)
- F < (Below 70%)

ACADEMIC INTEGRITY/ PLAGIARISM:

Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

DISABILITY ACCOMMODATIONS

Students who may have a disability meriting an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. For accommodations to be awarded, a student must complete a form and provide documentation of the disability to the Disability Services Coordinator. Any accommodations for disabilities must be re-certified each year by the Disability Services Coordinator before course adjustments are made by individual instructors. Additional information on disability accommodations may be found in the Lakewood University Catalog.

SUPPLEMENTAL TEXTS

You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

LIBRARY

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at modell@lakewood.edu or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

SUPPORT

Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2
info@lakewood.edu
studentservices@lakewood.edu

CAREER SERVICES

Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2
careerservices@lakewood.edu

LESSONS

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1	<ul style="list-style-type: none">• Introduction to Electronic Commerce• Technology Infrastructure: The Internet and the World Wide Web	Study Course Syllabus Read Chapters 1 & 2 Participate in the Discussion Forum Lesson Evaluation		Objective 1
Lesson #2	<ul style="list-style-type: none">• Selling on the Web• Marketing on the Web	Read Chapters 3 & 4 Participate in the Discussion Forum Complete Assignment 1 Lesson Evaluation	Assignment 1 upon completion of the lesson	Objective 2
Lesson #3	<ul style="list-style-type: none">• Business-to-Business Activities: Improving Efficiency and Reducing Costs• Social Networking, Mobile Commerce, and Online Auctions	Read Chapter 5 & 6 Participate in the Discussion Forum Lesson Evaluation		Objective 3
Lesson #4	<ul style="list-style-type: none">• The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues• Web Server Hardware and Software	Read Chapter 7 & 8 Participate in the Discussion Forum Complete Midterm Lesson Evaluation	Midterm upon completion of the lesson	Objective 4

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #5	<ul style="list-style-type: none"> Electronic Commerce Software 	Read Chapter 9 Participate in the Discussion Forum Complete Assignment 2 Lesson Evaluation	Assignment 2 upon completion of the lesson	Objective 5
Lesson #6	<ul style="list-style-type: none"> Electronic Commerce Security 	Read Chapter 10 Participate in the Discussion Forum Lesson Evaluation		Objective 6
Lesson #7	<ul style="list-style-type: none"> Payment Systems for Electronic Commerce 	Read Chapters 11 Participate in the Discussion Forum Lesson Evaluation		Objective 7
Lesson #8	<ul style="list-style-type: none"> Planning for Electronic Commerce 	Read Chapter 12 Participate in the Discussion Forum Complete Assignment 3 Complete the Final Exam Request the Next Course Lesson Evaluation THANKS FOR A GREAT CLASS	Final exam and Assignment 3 upon completion of the lesson	

DESCRIPTION

This course will help students explore the process of running a business on the internet and common course topics included but not limited to internet marketing, database management and web design. This course will help students manage the strategic development of ebusiness based organizations and appropriate ebusiness technologies.

Program Objectives

1. How the international nature of electronic commerce affects its growth and development
2. Strategies for communicating with different market segments
3. How auctions and auction-related businesses are conducted online
4. How the legal environment affects electronic
5. What functions are performed by electronic commerce software
6. What security risks arise in online business and how to manage them
7. What challenges and opportunities are presented by the use of digital cash
8. When and how to outsource online business initiative development

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