



E-COMMERCE DEVELOPMENT

ECOMD200 — E-Commerce Development, 3.0 hours

PROFESSOR

Mr. Nicholas Theodule received an MS Degree in Information Systems from University of Phoenix, after acquiring a BS in Electronics Communication Engineering Technology. Prior to this, he received his AAS in Computer Aided Drafting and Design. In addition, service of eight years in the US Army Reserves MP 95B was provided. As an educator there will be efforts provided to remove academic barriers pertaining to accessibility; development and learning constraints; learning resource comprehension; time management; and discovery towards refining academic engagement.

CONTACT INFORMATION

E-mail: ntheodule@lakewood.edu
Cell Phone: 800-517-0857 X 795

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

Schneider P. Gary. Electronic Commerce. 12th 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
- 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 190. To determine the final grade, the student's earned points are divided by 190.

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 have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: disabilityservices@lakewood.edu

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 CommerceTechnology Infrastructure: The Internet and the World Wide Web | Study Course Syllabus Read Chapters 1 & 2 Participate in the Discussion Forum Complete Assignment 1 Lesson Evaluation | Assignment 1 upon completion of the lesson | Objective 1 |
| Lesson #2 | <ul style="list-style-type: none">Selling on the WebMarketing on the Web | Read Chapters 3 & 4 Participate in 2 Discussion Forums Lesson Evaluation | | Objective 3 |
| Lesson #3 | <ul style="list-style-type: none">Business-to-Business Activities: Improving Efficiency and Reducing CostsSocial Networking, Mobile Commerce, and Online Auctions | Read Chapter 5 & 6 Participate in the Discussion Forum Lesson Evaluation | | Objective 2 Objective 3 |
| Lesson #4 | <ul style="list-style-type: none">The Environment of Electronic Commerce: Legal, Ethical, and Tax IssuesWeb Server Hardware and Software | Read Chapter 7 & 8 Participate in the Discussion Forum Lesson Evaluation | | Objective 4 |
| Lesson #5 | <ul style="list-style-type: none">Electronic Commerce SoftwareElectronic Commerce Security | Read Chapter 9 & 10 Participate in the Discussion Forum Lesson Evaluation | Assignment upon completion of the lesson | Objective 5 |
| Lesson #6 | | | | Objective 6 |

- Payment Systems for Electronic Commerce

Read Chapter 11
Participate in the Discussion Forum
Lesson Evaluation

Assignment upon completion of the lesson

| TITLE | COURSE TOPIC | READINGS/ASSIGNMENTS | DUE | OBJECTIVES |
|-----------|--|---|--|-------------|
| Lesson #7 | <ul style="list-style-type: none"> • Planning for Electronic Commerce | Read Chapters 12 Participate in the Discussion Forum Complete Assignment 2 Lesson Evaluation | Assignment upon completion of the lesson | Objective 8 |

| TITLE | COURSE TOPIC | READINGS/ASSIGNMENTS | DUE | OBJECTIVES |
|-----------|--------------|--|---|-------------|
| Lesson #8 | | Complete Assignment 3 Complete the Final Exam Request the Next Course Lesson Evaluation THANKS FOR A GREAT CLASS | Assignment 3 and Final Exam upon completion of the lesson | Objective 7 |

DESCRIPTION

This course will provide students the basic understanding of the activities, issues, and concerns related to launching a new online business.

Program Objectives

1. Understand what electronic commerce is and how it has developed. Gain a basic understanding of the protocols that power the Internet and the World Wide Web. These include TCP/IP, SMTP, HTTP, HTML, and XML.
2. Learn how companies choose the best revenue model and then craft the optimal user experience to attract and keep customers
3. Learn the marketing techniques and strategies used by companies. These include online advertising, email marketing, and social media
4. Learn how the web is used for B2B transactions. Learn how electronic data interchange (EDI) works and how it has evolved. Learn how social networks are monetized
5. Become familiar with legal issues such as taxes, ethical concerns, and intellectual property concerns. Learn the hardware and software aspects of a web server and the operating systems and web server software
6. Become familiar with web hosting services and electronic commerce software. Become familiar with security risks in electronic commerce and how to implement security
7. Understand how payments are processed for electronic commerce and the most common payment systems
8. Learn how to plan an electronic commerce business venture. This includes the tasks of financing, development, and staffing

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