

Rutgers University
School of Business-Camden
Global Issues in Ecommerce Technology
52:623:445

Fall 2011 Monday and Wednesday 1:20 - 2:40 PM

Professor

Dr. Julie E. Kendall
Professor
School of Business, Room 218 BSB
(856) 225-6585
kendallj@crab.rutgers.edu
www.thekendalls.org



Required Text

Cases on Electronic Commerce Technologies and Applications, edited by M. Khosrow-Pour, Hershey: Idea Group Publishing, 2006. ISBN 159904402-1

Required Software (Available on University Computers)

Business Plan Pro, PaloAlto Software. During this semester, software will be available on some of the School of Business-Camden computers through a special grant for instructional innovation technology received from the Rutgers administration to support the study of ecommerce and nonprofit organizations.

Course Objectives Prerequisite: 52:623:334

Evaluation of how an organization's international mission can be furthered through strategic alignment with their ecommerce presence. Cases in ecommerce present the strategic determinants of success for Web-based enterprises, for nonprofit organizations, as well as for the ecommerce segments of traditional businesses.

Successful students should be able to:

- 1. Understand the importance of ecommerce to international business.**
- 2. Learn how ecommerce presence shapes organizational strategies.**
- 3. Understand global ecommerce policies, infrastructures, ISPs, services and products.**
- 4. Create and communicate a strategic ecommerce business plan for an organization, and share it with other class members.**

Grading Breakdown

<i>Item</i>	<i>%</i>
<i>First Examination</i>	30
<i>Second Examination</i>	30
<i>Ecommerce Case Presentations</i>	10
<i>Class Participation / Group Work</i>	5
<i>Term Project Web-based Business Plan</i>	25
	100

General Policies

- Limited grading feedback will be available before the last day to drop the course.
- This is a hybrid course. Some assignments and lectures will require the use of Sakai or eCompanion.
- Students are expected to attend and participate in every in-class or online session. Come to class prepared to contribute to the discussion. Read the chapters and any relevant outside material you can find.
- Duties related to your employment or business do not provide an acceptable excuse for class absences, or missed examinations. Make-up exams for non-university approved reasons are not guaranteed. If, for a university approved reason, you cannot take an exam at the scheduled time you must give the professor written notice at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (for example, emergency hospitalization), contact the professor as soon as possible after a missed exam and be prepared to provide written documentation to support your absence (such as a doctor's note).
- No** incomplete will be given.
- All changes and announcements will be made in class at least once. If you anticipate being absent from class, find a classmate who can pick up handouts etc. for you, as you are responsible for keeping up with this course. Handouts will be brought to class only once.
- If a student wishes to have an exam or assignment regraded, the student should resubmit the exam or assignment to me before the next class period. I will regrade the assignment (up or down) **only if no** additional explanation is offered (written or oral).
- Late projects will be penalized by one complete letter grade (e.g. an A would become a B; on a 100 point scale a 93 would become an 83).
- If Rutgers cancels classes for a snow or other emergency, this class will not meet. If an exam is scheduled and the university is closed, the exam will be postponed one class period. Check the course Web page for possible class cancellations. If Rutgers cancels classes on a day when no exam is scheduled, expect the exam to take place on the date originally scheduled. Generally, exams will not be postponed, and grades or questions will be adjusted if necessary.
- Grading: 90 or above is A; 87-89 is a B+; 80-86 is a B; 77-79 is a C+, etc.
- This is a project course. The "final" in this course is the term project.
- Students are required to turn off their cell phones while they are in class, unless there is an emergency. Emailing, texting, and Web-surfing other than assignments should not be done in class.
- Students should come to class on time and should stay in class throughout the class period. You have permission to leave the room in an emergency.

<i>Date</i>	<i>Day</i>	<i>Topic</i>	<i>Reading</i>
9/7	Wednesday	Introduction and Course Overview; How the course is structured	
9/8	Thursday	Global Ecommerce Policy: An Introduction	Handout 1
9/12	Monday	Ecommerce Business Models	Handout 2
9/14	Wednesday	Case Research Analysis Methods	Handout 3
9/19	Monday	Ecommerce Infrastructure	Handout 4
9/21	Wednesday	Case Presentations 1	
9/26	Monday	Writing Your Business Plan using Business Plan Pro Software	BPP Handout
9/28	Wednesday	Case Presentations 2	
10/3	Monday	ISPs	Handout 5
10/5	Wednesday	Case Presentations 3	
10/10	Monday	AOL/Time Warner Case	Handout 6
10/12	Wednesday	Case Presentations 4	
10/17	Monday	Business-to-Business (B2B) Ecommerce	Handout 7
10/19	Wednesday	Examination #1 (Handouts 1-7)	
10/24	Monday	Lab class; use Business Plan Pro	
10/26	Wednesday	Case Presentations 5	
10/31	Monday	Ariba (B2B)	Handout 8
11/2	Wednesday	Case Presentations 6	
11/7	Monday	Virtual Work and Virtual Communities	Handout 10
11/9	Wednesday	Case Presentations 7	
11/14	Monday	CSPs and ESPs	Handout 9
11/16	Wednesday	Case Presentations 8	

11/21	Monday	Lab class – Follow Wednesday schedule	
11/23	Wednesday	Happy Thanksgiving – no class	
11/28	Monday	Case Presentations 9	
11/30	Wednesday	Examination #2 (Handouts 8-10 and cases)	
12/5	Monday	Case Presentations 10	
12/7	Wednesday	Lab class Group A - Business Plan Pro Lab class Group B - Business Plan Pro	
12/12	Monday	Term Project Due	
12/22	Thursday	Online (sakai) discussion; Social and Legal Issues	Handout 11 2:00 PM
