

**Rutgers University**  
School of Business-Camden  
**Global Issues in Ecommerce Technology**  
53:623:445  
**Fall 2007 Monday 2:50 – 5:30 PM**

**Professor**

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**Required Text**

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

**Required Software**

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

## General Policies

1. Limited grading feedback will be available before the last day to drop the course.
2. Duties related to your employment or business do **not** provide an acceptable excuse for class absences, or missed examinations.
3. **No** incomplete will be given.
4. Changes in the syllabus will be provided as soon as possible. If you are absent, it is your responsibility to obtain notes and possible changes in the schedule **from another student**. You should check the course Web page for changes.
5. 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).
6. *Computer projects must be clear. Each computer assignment must have a separate cover page. Use a good printer, with adequate toner, so that your assignment is readable. Do not submit a photocopy of any of the computer assignments. Late computer 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).*
7. 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.
8. 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.
9. You will be expected to download and use software in this class. Rutgers provides computers for you to use. If you install software on your own machines, you assume all the risk. Backup your hard drive.
10. Part of the classes may be delivered via distance learning and some classes may include guest lecturers.
11. Students are expected to respect each other, the professor and the culture of the class. No side conversations, texting, calling, emailing or Web surfing unrelated to class assignments when class is in session.
12. You have permission to leave the room in an emergency.

<i>Date</i>	<i>Day</i>	<i>Topic</i>	<i>Reading</i>
<b>9/10</b>	Monday	Global Economy Policy: An Introduction	Handout 1
<b>9/17</b>	Monday	Ecommerce Business Models Case Research Analysis Methods Ecommerce Infrastructure	Handout 2 Handout 3 Handout 4
<b>9/24</b>	Monday	Writing Your Business Plan	Business Plan Handout
<b>10/1</b>	Monday	ISPs Case: Case:	Handout 5
<b>10/8</b>	Monday	AOL/Time Warner Case: Case: Case:	Handout 6
<b>10/15</b>	Monday	Business-to-Business (B2B) Ecommerce Case: Case:	Handout 7
<b>10/22</b>	Monday	<b>Examination #1</b>	
<b>10/29</b>	Monday	Ariba (B2B) Case: Case:	Handout 8
<b>11/5</b>	Monday	Guest Professor Case: Case:	
<b>11/12</b>	Monday	CSPs and ESPs Case: Case: Case:	Handout 9

<b>11/19</b>	Monday	<b>Happy Thanksgiving</b> - Lab session for working with Business Plan software Group A 2:50-3:45 Group B 3:45-4:40 Group C 4:40-5:35	
<b>11/26</b>	Monday	Virtual Work and Virtual Communities Social and Legal Issues Case: Case:	Handout 10 Handout 11
<b>12/3</b>	Monday	<b>Examination #2</b>	
<b>12/10</b>	Monday	Lab session for working with Business Plan software Group A 2:50-3:45 Group B 3:45-4:40 Group C 4:40-5:35	
<b>12/18</b>	Tuesday	<b>Term Projects Due</b>	2:00 PM

Schedule subject to change if invited guest speakers participate.  
Your final project is your final exam.