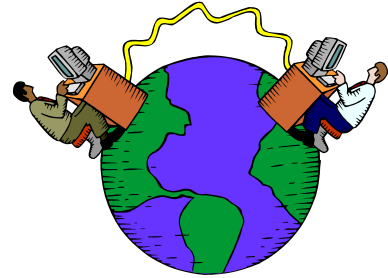


Rutgers University
School of Business-Camden
Seminar in Ecommerce Global Policy
52:623:515
Fall 2010 Wednesday 6:00 PM

Professor

Dr. Julie E. Kendall
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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, Social Enterprise Edition. 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: 53:623:510)

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 as well as for the ecommerce segments of traditional businesses. Creation of a business plan for an original Web-based company or nonprofit or a Web-based extension of a traditional business that applies lessons learned in cases.

Successful students should be able to:

1. **Articulate how an organization's international vision can be realized using strategic alignment with their ecommerce presence.**
2. **Understand the strategic determinants of success for Web-based enterprises and for the ecommerce extension of traditional businesses.**
3. **Comprehend global ecommerce policies and infrastructures, analyze case studies, and suggest solutions to infrastructure and other problems.**
4. **Use specialized software to create a business plan for a Web-based business or ecommerce extension of a traditional business, and communicate it to classmates.**

Grading Breakdown

<i>Item</i>	<i>%</i>
<i>First Examination</i>	27.5
<i>Second Examination</i>	27.5
<i>Case Presentations</i>	20
<i>Term Project - Web-based Business Plan using Business Plan Pro</i>	25
	100

General Policies

1. Limited grading feedback will be available before the last day to drop the course.
2. This is a hybrid course. Some assignments and lectures will require the use of Sakai or eCompanion.
3. 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.
4. 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).
5. **No** incomplete will be given.
6. 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.
7. 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).
8. 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).
9. 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.
10. Grading: 90 or above is A; 87-89 is a B+; 80-86 is a B; 77-79 is a C+, etc.
11. This is a project course. The "final" in this course is the term project.
12. 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.
13. 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>
9/1	Wednesday	Introduction to Ecommerce	
9/15	Wednesday	Global Ecommerce Policy: An Introduction Ecommerce Business Models;	Handout 1 Handout 2
9/22	Wednesday	Case Research Analysis Methods Ecommerce Infrastructure; Writing Your Business Plan using Business Plan Pro Social Enterprise Software	Handout 3 Handout 4 BPP Handout
9/29	Wednesday	ISPs Case Presentations 1	Handout 5
10/6	Wednesday	AOL/Time Warner Case Case Presentations 2	Handout 6
10/13	Wednesday	Business-to-Business (B2B) Ecommerce Case Presentations 3	Handout 7
10/20	Wednesday	Ariba (B2B) Case Presentations 4	Handout 8
10/27	Wednesday	Examination #1 (Handouts 1-8 and cases)	
11/3	Wednesday	CSPs and ESPs Case Presentations 5	Handout 9
11/10	Wednesday	Virtual Work and Virtual Communities Case Presentations 6	Handout 10
11/17	Wednesday	Social and Legal Issues Case Presentations 7	Handout 11
11/22	Monday	Lab session for working with Business Plan software Note: This class meets on a Monday. University policy is to follow a Wednesday schedule	Happy Thanksgiving
12/1	Wednesday	Examination #2 (Handouts 9-11 and cases)	
12/8	Wednesday	Term Projects Due (submit hard copy) Mini-presentations of term projects	
12/22	Wednesday	Online discussion	6:00 PM