E-Commerce & Social Networking
BADM 364 – Fall 2012

Call #: 9091
Class Meetings: 9:00 am – 9:50 am; Monday, Wednesday & Friday
Room: May Hall 312
Credits Hrs.: 3
Instructor: Rolf Butz
Office Hours: Schedule
Office Phone: 701-483-2352
E-Mail: r.butz@dickinsonstate.edu
Web Site: http://www.dickinsonstate.com/Rolf

Requirements: Electronic Commerce, A Managerial Perspective, 2010/2012 editions
by Efraim Turban, Prentice Hall. Both editions are accepted due to the extreme similarities.

Only legal copies, published and copyrighted for the US market, are permitted in class -
no scanned, copied or otherwise illegally obtained versions are permitted. Books may be
shared, however only one co-owner may use the book during those tests where official
text books may be permitted for short periods of time.

This class is primarily designed for Juniors and Seniors.

Course description: This course focuses on the marketing and planning strategies, consumer behavior, and
legal and regulatory policy issues related to the commercial development of the Internet.
It includes the exchange of goods and services across an interactive digital network.

Knowledge will be gained of a computer-mediated and virtual market with new
relationships among the business and consumers. A digital means of exchange (digital
money, e-cash, and secure credit card transactions) will be studied. Students will analyze
the increasing importance of digital information as a commodity. Technologies to ensure
privacy and protect intellectual property will be reviewed. New business processes and
technologies to support Electronic Commerce will be discussed.

Course Goal: Providing a broad understanding of the technological and business infrastructure that is
making Electronic Commerce possible. Exposure to the vocabulary needed to
meaningfully discuss current developments in Electronic Commerce.

Frameworks for dissecting the elements of business strategies and processes that are
affected by Electronic Commerce will be provided and to use these frameworks to
identify and exploit market opportunities.

To provide an understanding of the legal, security, and privacy issues that defines the
environment within which Electronic Commerce will be conducted. Helping to develop
skills to use the new medium and environment to enhance once knowledge of Electronic
Commerce.
Student Learning Outcome Goals:

Dickinson State University learning outcome goals:
- Demonstrate the intellectual skills of inquiry, mathematical reasoning, quantitative and qualitative analysis, critical and creative thinking, and problem solving
- Demonstrate written, oral, and visual communication skills, information literacy, and technological skills.
- Demonstrate knowledge of human cultures, the humanities, the social sciences, the fine and performing arts, and the physical and natural worlds.
- Demonstrate responsible ethical reasoning and social and intercultural engagement
- Demonstrate advanced accomplishment in discipline-specific performance

Business and Management department learning outcome goals:
- Demonstrate a working knowledge of the global environment of business and multicultural issues.
- Find work opportunities in the local, regional, state and national labor markets.
- Learn fundamental concepts and tools of analysis in the core areas of business administration, accounting, economics, marketing and finance.
- Develop analytical and critical-thinking skills necessary to make sound business and personal decisions.
- Find work opportunities in the local, regional, state, and national labor markets.

Course learning outcome goals:
- To develop a perspectives on why and how the value creation and value delivery processes in various industries are being transformed by Electronic Commerce.
- Identifying and articulate the key management issues that arise in implementing Electronic Commerce strategies within organizations.
- Learn fundamental concepts and tools of analysis in the core areas of business / data processing administration and management.
- Develop good written and oral communication skills.
- Develop analytical and critical-thinking skills necessary to make sound business and personal decisions.

Course Content Outline:

- Foundations of Electronic Commerce
- Retailing
- Economics of Electronic Commerce
- Infrastructure for Electronic Commerce
- Business Models
- Consumers and Market Research
- Advertisement in Electronic Commerce
- Business-to-Business Electronic Commerce
- Intranets and Extranets
- Payment Systems
- Security
- Social Networking – Face book, Twitter
- Mobile Commerce
- Supply Chain, Order Fulfillment

Teaching Strategies:

An overall presentation of the individual chapters is taught first. Discussions are used to enhance the chapter’s material. Important material from the text and outside sources will be covered in class. Students should plan to take careful notes as not all material can be found in the texts or readings. After each chapter assignments may be specified to expand the acquired knowledge. At the completion of several Chapters, a comprehensive test will be given with prior notification on the Web site.
Student's performance assessment:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage of Grade</th>
<th>Details</th>
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<tbody>
<tr>
<td>Chapter tests</td>
<td>50%</td>
<td>~ 5 at 20 (+/-) pts each</td>
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<tr>
<td>Pop Quizzes</td>
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<td>~ 5 at 10 pts each - <strong>unannounced</strong></td>
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<tr>
<td>Assignments</td>
<td>40%</td>
<td>~ 2 at 10 - 25 pts each</td>
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<td>~ 5 - 10 presentation quizzes, 10 pts each</td>
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<td></td>
<td></td>
<td>2 case studies at 175 pts total</td>
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<tr>
<td>Attendance</td>
<td>10%</td>
<td>be aware of the significance</td>
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</tbody>
</table>

**Class Contribution:** ONLY if meaningful, unsolicited, participation occurred during the semester, and the student is between two grades at semester’s end – the higher grade may be considered!

**Exams:**

At the end of each chapter a comprehensive Chapter Test will be given with prior notification on the Web site.

Exams may be scheduled to be taken at an earlier agreed date. No make-up quizzes or tests will be given under any circumstances unless a documented reason is given for your absence. Make-up exams will be different and longer and to be taken within 5 school days.

Final grades will be given on the following percentage: 90% => A, 80% => B, etc.

Please DO ask for help at any time (except during tests). The instructor has office hours; use them. Ask your instructor questions during or after class.

Talking to other students is NOT allowed during any of the tests/quizzes throughout the semester and is grounds for, at minimum, a failing grade in the class.

**Quizzes:**

Pop Quizzes are unannounced, and tests the student’s comprehension of the assigned materials, especially assigned chapters and chapter cases.

**Assignments:**

All assignments will be posted on the class web page. Students will be allowed to hand in only one assignment per project. No make-up work is allowed without prior consent from the instructor. Extensions will be allowed only under extreme circumstances.

**Plagiarism:**

Zero percent (0%) tolerance

Copying or imitating any work of others, including but not limiting to, fellow students, is a serious violation of academic integrity.

Students are expected to create all assignments and cases on their own. Copying any element of another person's work, with or without their permission, and declaring it as his or her own is considered plagiarism and will not be tolerated. Any deviation will be dealt with according to Dickinson State University policy, which states that the minimum penalty is a failing grade for the course.

Content of either homework or case studies must be written by the student in his/her own words.

The maximum allowed percentage of quotes **can not exceed five percent (5%) of the turned-in assignment or case study.**

All quotes must be indicated by quotation marks and *italicized.*

If the quote exceeds two sentences, indent the quote as a paragraph by itself.
All assignments are required to be uploaded to turnitin.com. Assignments that return a “Report %” higher than 15%, after excluding Quotes and Bibliography, will not be read and automatically receive zero (0) points as a grade. However, you may submit your paper multiple times to turnitin.com to check against accidental and unattended plagiarism violations. Be aware of the significant time delays between submitted assignments!

You may only establish one (1) account and one account only – failing to comply creates an involuntary comparison between your already submitted case(s), and turnitin.com will flag them as 100% plagiarized. At this point you are required to create a new case study.

Cheating: Cheating is unethical and will not be tolerated.

“Cheating includes, but is not limited to, the wrongfully giving, taking, or presenting any information or material with the intent of aiding himself/herself or another student on any academic work. Such unethical behavior results in a failing final grade for the course.”

Please DO ask for help at any time (except during tests). The instructor has office hours - use them. Ask questions during or after class; that is why I am here.

Talking to other students is NOT allowed during any of the tests throughout the semester and is grounds for, at minimum, a failing grade for the test.

Again, all required papers are submitted to and evaluated by turnitin.com

You may submit your paper multiple times to turnitin.com to check against accidental and unattended plagiarism violations, within a group case setting – only one member may submit the case study. Be aware that turnitin.com does not always provide accurate analysis of the handed-in case study therefore each submitted case study will be analyzed manually as well.

Email account required: All students must have an e-mail account and must provide me with their email address by filling out the Survey. Official DSU e-mail accounts are preferred, due to the known Spam filter problems with web based e-mail providers, such as Hotmail, Gmail and Yahoo. Failure to grant me access rights is not a viable excuse for not receiving my e-mails. All students are expected to check their e-mail accounts for messages relating to this course.

Assignments and projects will be collected in paper form and submitted electronically to turnitin.com. Students will need to understand the concept of sending attachments to the instructor (always include yourself as a receiver – for verification purposes).

Attendance Policy: Regular lecture attendance will be critical to the success in this course. Much of the material that will be presented will not be readily available elsewhere. Attendance will count for 10% of your total grade.

Course Policies: Please adhere to all DSU regulations in the classroom including no

- cell phone,
- IPod/Touch or
- Translator (during tests only)

usage during class time – all cell phones must be turned off at the beginning of class.
1. Checking your E-mail
2. Surfing the Internet;
3. On-line chatting – such as MS Messenger, and the alike;
4. Playing on or off-line games; and
5. Text Messaging

on any Wi-Fi compatible device during class is strictly prohibited, and will result zero (0) points on attendance for that class period.

Offenses will reflect in your final grade.

Class Participation: Few methods of grading students create as much anxiety and concern as class participation. It is an essential part of active learning; however, it need not be a stressful experience.

There is often a perception that class participation rewards those students who talk the most rather than those who really add value to class discussions. This will not be the case in International Business. In grading your participation, I am looking for:

- Ability and willingness to make thought-provoking comments
- Application of core concepts to situation under discussion
- Contribution to the advancement of the day's discussion (i.e. a comment that leads to reactions from your classmates and begins a debate/discussion is highly valued)

Most importantly, I insist that we work hard to respect each other's opinion in this class. I promise to work very hard to make this an environment in which you will feel comfortable in making comments and I expect all students to help create such an environment. I certainly expect that students will disagree with comments, but one of the most important skills that you must learn for any career (or for your life outside of work) is to disagree with someone's point of view in a way that is reasonable and opens a civil discussion.

Individual/Group Case Analysis:

You will write two case studies during the semester – it is a writing/research exercise, so please verbalize self-created full sentences in paragraph form as a writing method and refrain from bullet style paragraphs.

- First case analysis as an individual student
- Second case analysis as a group, consisting of four students maximum

The individual case study is due on **Friday, October 5th, 2012 at 9:00am**: in class – printed copy only (please be aware of severe late penalties).

No late hand-ins. Do not wait to print the case at the morning of the due date – remember Murphy’s law!!! You are also required to submit your case electronically to turnitin.com prior to the in-class due date.

An individual case study consists of analyzing any virtual corporation that primarily retails products on-line - such as Amazon.com or eBay; refrain from analyzing service oriented companies, such as E-Trade.
The Group case study (presentations and paper due starting after Midterm – exact date to be determined in class) analyses a corporation that has both, a physical store front and an on-line presence, also known as click and mortar corporation, such as Barns and Noble, or Wal-Mart, etc.

You may choose any two cases, with the following restrictions:

1. Individual students or groups may choose cases on a first-come, first-serve basis. Please e-mail me your choices as soon as possible.
2. Group cases are due after Midterm: presentation and case analysis

**Individual case** analysis will be twelve (12) pages to maximum fourteen (14) pages, double spaced, 12 point Times New Roman font. (75 points)

**Group case** analysis expected to be more in-depth, consisting of minimum fifteen (15) pages and maximum twenty (20) pages. (100 points), and requires a formal group case analysis and formal oral and visual class presentation.

All group cases are due at the same announced due date, regardless of individual presentation date – **to be announced in class**. Each group, chosen at random, is required to meet three times with the instructor, twice prior to the presentation. Knowledge of MS PowerPoint will be required for the group case presentation.

The case write-up should include as a minimum - suggestion:

As always, title page, TOC, bibliography and exhibits (figures and tables) **do not count against the page limit**.

- Cover Page
- Table of contents – indicating page numbers
- Headings for each section of the case analysis
- Executive Summary, presented at the beginning of paper with the key summaries of the case (one page), use subheadings – familiarize yourself, or ask me, to what exactly is required as an Executive Summary!
- Introduction of corporation (past, current and future), either “Click or Mortar” (group case) or on-line only corporation (individual case).
- In-depth analysis of key issues with particular attention to the unique sales strategy of the chosen corporation (most important section of case analysis – section is rewarded with the most points)
- Full SWOT analysis
- Competitor analysis, minimum of three
- Industry analysis - short history, future trends, global issues
- Derived recommendations (short and long term – three each) for actions on the part of the corporation to improve overall performance and increase market share, etc., tied to the analysis presented
- Conclusion - forward looking info, not repeated facts from the paper
- Methodology – how did you derive with your particular point of view, state the resources used (optional)
- Exhibits, statistics, etc. – on separate pages
- Bibliography – on separate pages

You will also need to analyze the company, the industry, the immediate 3 competitors, the firm’s own strength, weakness, opportunity and threat. Please look at the Grading Criteria at pages 12 & 13.
I do grade grammar, spelling, and structure for the cases, so please carefully proof-read it and run it through some sort of spell-check – any literate friend will do as a minimum. Sloppiness in writing style, spelling, grammar and presentation reflects poorly on your work and decreases your ability to effectively communicate. A paper that is poorly structured; contains numerous grammatical and spelling errors; and/or fails to articulately present the analysis and recommendations, can receive a failing grade, even if the content is fairly complete.

The cases are challenging, time-consuming, and require participation of all students during presentation. You must work alone on individual assignments. On the other hand, you do not have the option to work alone on a group case. You must work as a team. Future employers require teamwork, and ability to coordinate work quickly, efficiently, and effectively. To do otherwise violates DSU and the College of Business Administration policies regarding cheating.

Each member of a team will be required to complete a peer evaluation form – a onetime event! This form will be used to adjust grades for individuals participating in a group case study, if peer evaluation is less than 90%.

There is no one right way to approach a case and there certainly is no one right answer. Base analysis on theory, assumptions, and data; and – be creative.

All papers are handed-in in paper form (single sided) to instructor as well as electronically to turnitin.com!

Please do not use fancy laminated report covers or bound folders – they waste valuable resources, do not recycle well, will not help your grade, and will irritate the instructor.

**Presentation:** The group case will be presented in class – which requires a formal group report and formal oral and visual presentation. Please create an effective, professional MS PowerPoint presentation to effectively illustrate your case analysis to the class – stay clear of animated effects and inappropriate backgrounds. MS PowerPoint presentations will be posted on the net – so please e-mail PPT two days prior presentation.

Maximum of 5 (3x4) Q-Cards are allowed during the presentation. Reading from any other document(s) is not acceptable, including presentation slides!

Please dress professionally for your class presentation. Ties and dress pants are required for the male members of the group.

**Recommendations:** Recommendation letters are provided to students that participated in a minimum of three of my classes with 90% or higher as a grade in each course.

**Accommodation for Disability:**

Students with disabilities who believe they may need an accommodation in this course are encouraged to contact the Coordinator of Disability Services at 483-2999 in the Academic Success Center to ensure that accommodations are implemented in a timely fashion.

**Campus Policy:** Please be advised that Dickinson State University is a Tabaco Free campus!
E-Commerce Group Case Work Sheet

Chosen Corporation: _____________________________________________________________

Date of presentation: ____________________________

Group members: 1. 
2. 
3. 
4. 

1st meeting with Instructor: _______________ (Date) __________ (Instructor Initials): Prior presentation

   Topic of discussion:

2nd meeting with Instructor: _______________ (Date) __________ (Instructor Initials): Prior presentation

   Topic of discussion:

3rd meeting with Instructor: _______________ (Date) __________ (Instructor Initials): After presentation

   Topic of discussion:
E-Commerce, BADM 364
Oral/PowerPoint Report Evaluation Form

Corporation/Case: ____________________________________________________________

Date: ____________________________, 20____

Group Members: ____________________________________________________________

________________________________________________________

PPT (10 points)

_____ Effective professional PowerPoint presentation

_____ Provided an effective corporate sales strategy analysis

_____ Effective SWOT analysis & Industry analysis

_____ Informative competitor analysis, minimum of three

_____ Discussed at least 3 alternatives within short and long-term recommendations

_____ Use of Web sites and/or YouTube exhibits

_____ Offered an in-depth conclusion

_____ Used transitions between speakers

_____ Encouraged participation

_____ Used appropriate punctuation, grammar and fonts (24 font size minimum)

Overall Presentation (10 points)

_____ Presented and summarized main points

_____ Time Management, 25 minutes maximum

Delivery (5 points)

_____ Professionally dressed

_____ Presenters maintained effective eye contact

_____ Presenters maintained effective body language (posture, gestures, no hand in Pockets, etc.)

_____ Presenters maintained enthusiasm during the presentation

_____ Presenters used language free of distracting mannerisms: you know, uhm, ah, OK!

_____ /25 Total Presentation Points

Presentation Comments:

____________________________________________________________________________

____________________________________________________________________________
PEER GROUP EVALUATION

Course ___________________________ Section ________ Semester ____________

Last Name ___________ First Name ___________ Alternative Name__________

Group Case Title _______________________________________________________

Please rate yourself and your team members on the relative contributions that were made in preparing, submitting and presenting your group paper – **may only be submitted once**!

Your ratings will not be disclosed to other students. **Be honest in this evaluation!**

In rating yourself and your team peers, use a **4, 3, 2, 1, 0** system (4 = highest, 0 = lowest).

**Insert your first name in the first column and your peers’ names in the remaining spaces. (One name at the top of each column)**

<table>
<thead>
<tr>
<th>Names:</th>
<th>Your name</th>
<th>Member 2</th>
<th>Member 3</th>
<th>Member 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliable for meetings</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Reliable with meeting deadlines for work in progress and final project</td>
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<tr>
<td>Helped keep the group focused on the task</td>
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<tr>
<td>Contributed to group’s ideas</td>
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<tr>
<td>Knowledgeable about assignments and his/her role fulfills that role</td>
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<tr>
<td>Quality of work done</td>
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<tr>
<td>Quantity of work done</td>
<td></td>
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</tr>
<tr>
<td>Given the opportunity, would you want to work with this team member again? <strong>Rate form 0 - 4</strong></td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
</tbody>
</table>

**Enter total scores here (Max: 32)**

Comments:
<table>
<thead>
<tr>
<th>Case:</th>
<th>turnitin.com %: _____</th>
<th>Max. Points</th>
<th>Earned Points</th>
</tr>
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<tbody>
<tr>
<td>Name:</td>
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</tbody>
</table>

**Content**

- Executive summary – overview of case analysis including: corporation, E-commerce specific industry, competitors and recommendations, 1.5p
  - 10
- Corporation’s history, current & future profile, including SWOT analysis, 2–3.5 pages
  - 15
- Corporation’s unique sales strategy: click and mortar, 3 pages
  - 20
- 3 Competitors, (1.5p) and thorough Industry analysis, 1 page
  - 10
- 3 Short-term recommendations: are timely, specific, creative, comprehensive, accurate and persuasive, 1.5 pages
  - 5
- 3 Long-term recommendations: are timely, specific, creative, comprehensive, accurate and persuasive, 1.5 pages
  - 10
- Conclusion - not just repetition, some forward looking info, 1 page
  - 5
- Content provided, not just researched facts repeated
  - 5
- Relative tables, graphs, figures
  - 5

**Format**

- Paper uses in-class discussed format, such as Footnotes and Bibliography
  - 5
- Spelling, word usage
  - 2.5
- Grammar
  - 2.5
- Paper demonstrates use of business terminology
  - 2.5
- TOC, body, headings, fonts, style, exhibits, length, page numbers, etc.
  - 2.5

**Total Points**

- 100

**Bonus/Penalty Points**

- Points added / deducted (creativity or lack of, and exceptional integration of course materials). Turnitin.com score addition/deduction
  - submitted late
  - 0

**Final Score**

- 100
### E-Commerce – Individual Case Grade Sheet

<table>
<thead>
<tr>
<th>Case:</th>
<th>turnitin.com %: _____</th>
<th>Max. Points</th>
<th>Earned Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
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</tbody>
</table>

#### Content

| Executive summary – overview of case analysis including: corporation, E-Commerce specific industry, competitors & recommendations, 1.5p | 10 |
| Corporation’s history, current & future profile (1p), and SWOT analysis, 1.5p | 10 |
| Corporation’s unique virtual sales strategy, 2.5 pages | 20 |
| 3 Competitors, 1.5p, and thorough industry analysis, 0.75 page | 7 |
| 3 Short-term recommendations are timely, specific, creative, comprehensive, accurate and persuasive, 1 page | 5 |
| 3 Long-term recommendations are timely, specific, creative, comprehensive, accurate and persuasive, 1.5 pages | 7 |
| Conclusion - not just repetition, some forward looking info, 3/4 page | 3 |
| Content provided, not just researched facts repeated | 3 |

#### Format

| Spelling, word usage | 3.5 |
| Grammar | 3.5 |
| TOC, body, headings, fonts, style, exhibits, length, page numbers, bibliography, footnotes references, etc., | 3 |

#### Total Points

| 75 |

#### Bonus/Penalty Points

| Points added / deducted (creativity or lack of, and exceptional integration of course materials). Turnitin.com score addition/deduction |
| submitted late | 0 |

#### Final Score

| 75 |