Midland College  
Syllabus  
TMGT 4303 Electronic Commerce

**Course Description:**
This course addresses issues including the digital economy, electronic commerce (EC) marketing, EC models and applications, and building and implementing EC systems. The course will cover the underlying technologies used in the implementation of electronic commerce systems. It identifies the practical skills needed and tools to design and develop effective systems and interfaces. Architectures and interdependence of systems and software that support EC and the state of the art in successful EC systems will also be discussed.

**Students Learning Outcomes and Core Competencies:**
This course is an upper division course for students that have met the admission requirements for upper division courses. This course covers traditional topics of information technology, information system components, and information system development. But it goes beyond this traditional coverage, showing how businesses function and how information systems enable businesses to function more effectively. The theme of IT and organizational responsiveness has been retained, but now centers on the context of how an information system can impact the competitiveness of an organization.

The general student learning outcomes from this course for the Organizational Management program are:
- Use the stakeholder approach to decision making.
- Assess the effects of the cultural, political, legal, technological, and economic forces that shape the global environment.
- Apply oral, written, and electronic communication skills to effectively present and exchange information, including the use of management information systems, the internet and other applications to prepare and present reports.

Prerequisite: None

**Text, References, and Supplies:**
*To be determined by the Instructor of record*

**Case Studies and Activities:**
Will be provided to the student by the Instructor

**Objectives:**
Upon successful completion of the course the student will be able to:

<table>
<thead>
<tr>
<th>Competencies</th>
<th>Purpose and/or sample real life applications</th>
<th>Projects/Assignments</th>
<th>Used throughout the course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discuss overview of e-commerce</td>
<td>Grasp trends of the industry</td>
<td>Case Studies</td>
<td>Yes</td>
</tr>
<tr>
<td>Review trends and developments in software for ecommerce</td>
<td>Become better informed as to the tools available in the technology field.</td>
<td>Use the internet to research current trends and developments</td>
<td>Yes</td>
</tr>
<tr>
<td>Structuring e commerce systems</td>
<td>Create an example of an ecommerce business</td>
<td>Examples on the internet</td>
<td>Yes</td>
</tr>
<tr>
<td>Explore common and current e commerce</td>
<td>Evaluate the different systems</td>
<td>Use the end-of-the chapter cases to discuss and apply</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Software available today and apply them to business situations the concepts covered in this chapter

<table>
<thead>
<tr>
<th>Explore e commerce business marketing</th>
<th>Gain an understanding how to market online</th>
<th>Review actual business marketing programs</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discuss e commerce security</td>
<td>Understand the added security risk as well as ethical issues involved in e commerce</td>
<td>Use the internet to research current security and ethical issues</td>
<td>Yes</td>
</tr>
<tr>
<td>Discuss and review pay systems, carting systems and on line commercial accounts</td>
<td>Gain an understanding of how to implement pay systems</td>
<td>Review pay system requirements in e commerce</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Student Contributions, Responsibilities and Class Policies:**
Each student is expected to study at least three hours per week preparing for class, take an active role in lecture/discussion, meet assignment due dates, and conduct themselves in a businesslike manner in the class. Students are expected to exhibit professional behavior during scheduled class times and while in the lab.

**Evaluation of Students:**
Performance will be measured by student testing and class participation as follows:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Points</th>
<th>Course grade is determined as follows:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Assignments 1-7</td>
<td>100</td>
<td>90%-100%, A</td>
</tr>
<tr>
<td>Internet Assignments 8-15</td>
<td>100</td>
<td>80%-89%, B</td>
</tr>
<tr>
<td>E Comm Business Design</td>
<td></td>
<td>70%-79%, C</td>
</tr>
<tr>
<td>Presentation</td>
<td>200</td>
<td>60%-69%, D</td>
</tr>
<tr>
<td>Total</td>
<td>600</td>
<td>&lt;60%, F</td>
</tr>
</tbody>
</table>

A grade of W will only be given at the request of the student.

**Course Schedule:**
This is a hybrid BAT class and will meet as agreed upon by the class and instructor. Assignments will be posted on the internet within the Discussion Board area for this course. This is NOT a flexible time course.

**Required Participation:**
For Online/Hybrid classes, students MUST actively participate by completing an academic assignment by the official census date. Students who do not do so, will be dropped from the course.

**Attendance Policy:**
Students MUST actively participate by completing an academic assignment required by the instructor by the official census date. Students who do not actively participate in an academically-related activity will be reported as never attended and dropped from the course.

**Withdrawal Policy:**

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Last Updated 10/31/2016
Requests for withdrawal must be made using the College's accepted withdrawal methods. Students must complete an official withdrawal form either in person in the Student Services office, online or by written request. Midland College reserves the right to decline approval of a withdrawal request for any reason. Such reasons may include, but are not limited to: submitting incomplete information on the request, not submitting current contact information for the student, not resolving any questions concerning the authenticity of the document, disciplinary actions, outstanding debts, TSI liability, etc.

Students who withdraw and have outstanding debts in any area of the College will not be given clearance to re-enroll until these debts are paid. Students who receive warning notices concerning non-attendance may complete the withdrawal request portion of the notice and return it to Student Services. TSI Liable students must meet with Dean of Adult or Developmental Education before withdrawing from TSI classes.

The last day for withdrawal for each registration period is published in the catalog and the current course schedule. Online withdrawal requests must be made on or prior to the dates listed.

**Scholastic Dishonesty & Academic Misconduct**
Academic dishonesty includes cheating, fabrication, plagiarism, and facilitating academic dishonesty. Disciplinary options include, but are not limited to, suspension and dismissal. (See the Midland College Student Handbook for a complete explanation of college policy).
http://www.midland.edu/students/academics/academic_misconduct/plagiarism.php

**AMERICANS WITH DISABILITIES ACT (ADA):** Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should contact Shep Grinnan as soon as possible. Mr. Grinnan’s office is located in the Scharbauer Student Center Building. These conditions may include documented physical or educational disabilities. Please be aware that services or accommodations are not automatic. Each student must request them and secure the proper authorizations/documentation.

**Instructor Information:**
**Instructor Name:**
**Office:**
**Phone:**
**Email**
**Office Hours:**
*Students are encouraged to contact the instructor at any time; however, making an appointment will guarantee the instructor’s availability at a specific time.*

**Division Information:** *(Name of your division here)*
**Division Dean:** Dr. Kennedy MHA176 432-685-6813
**Program or Department Chair:** Doug Johnson TC 116 432-685-4665
**Division Secretary:** Angelina Dolaptchieva MHA 176 432-685-6830