College of Business
Tennessee State University

Fall 2012
Course Syllabus

LOCATOR INFORMATION: AWC 250

Course Name: MGMT/MKTG3500 E Business Models
Credit Hours: 3
Contact Hours: R 5:30PM-8:30PM

INSTRUCTOR:　　Name: Xiaoming Li
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Office Hours: 1:00-5:00 PM Tuesday, 2:00-4:00 PM Wednesday, 1:00-5:00
　　　PM Thursday

REQUIREDTEXTBOOK & MATERIALS:
Gary Schneider, *Electronic Commerce*, 10th Edition, 2013, ISBN 1133526829.

COURSE DESCRIPTION:
A survey of the dynamic business issues surrounding the development and emergent patterns of the electronic commercialization in the global marketplace. Included is an overview of internet development and security. Leveraging new technologies to enhance business processes, unique characteristics of e-marketing, and the legal, ethical, and regulatory issues in conducting e-business.
Prerequisite: MKTG 3010.

COURSE OBJECTIVES:
- Know basic concepts and models of E-Business.
- Understand major technologies and building blocks for E-Business Solutions.
- Be able to build new applications for core business processes.

ACADEMIC INTEGRITY:
Academic honesty and integrity lie at the heart of any educational enterprise. Students are expected to do their own work and neither to give nor to receive assistance during quizzes and examinations. Deliberate violations of academic integrity (plagiarism, cheating, misrepresentation, of information) and fabrication are not tolerated. Actions outlined in the Tennessee State University Student Handbook under Code of Student Conduct will be followed for incidents of academic misconduct.

REASONABLE ACCOMODATIONS:
Any students requiring accommodations should contact Patricia Scudder, Director of Students with Disabilities-Disabled Student Services Office, at 963-7400, preferably before the fourth class meeting. The College of Business, in conjunction with the Office of Disabled Student Services, makes reasonable accommodations for qualified students with medically documented disabilities. I need to be aware of your status if it will affect your class activities and assignments---before assignments are due.

CODE OF STUDENT CONDUGT:
There will be no eating, drinking, sleeping or disruptive behavior in the classroom. Each student is encouraged participating in classroom activities, asking questions, and working along with the class as recommendations/problem solutions to illustrations, examples, and cases are examined. Additionally, cell phones must be turned off upon entering the classroom and should remain so until class has ended. Action will be taken against those students who do not adhere to appropriate classroom behavior.

ATTENDANCE & LATE WORK:
Students are expected to be present for all class meetings. I will take attendance for each class period. Material covered during an absence is the responsibility of the student, except in cases where the student has a university sanctioned excuse for the absence; students missing from a class with no valid excuse will receive a grade of zero for that day's work. Late arrivals and early departures will be considered as partial attendances. If you arrive late it is your responsibility to inform me as soon as the class is over. Irregular attendance will lead an "F" grade.

TEACHINGSTRATEGIES:
This is an introductory course that is primarily lectures, multi-media presentations, software, and group-projects oriented. E-communications are through Elearn@tnstate. To protect your privacy, I will not answer emails from other resources (e.g., Yahoo and AOL) since I can not verify the real user. Unless noted otherwise, all assignments have to be submitted electronically via Elearn@tnstate. Therefore, students should check Elearn@tnstate regularly. If you do not have the ID and password of Elearn@tnstate, call the helpdesk (963-7777) to set up one.

ASSIGNMENTS & EVALUATION CRITERIA:
Examinations: Absence from a scheduled examination without my prior approval will result in a score of zero for the examination. Make up examinations will be allowed only if you obtain my approval prior to missing the examination.
Topic Quizzes: Topic quizzes will be given randomly.
Group Project: One group can have maximum four students. Each group needs to submit a business report to cover a topic in E-Business about transferring the physical business in a company into e-business. If the company you selected has no e-business solution, your focus is on how to start the e-business. If the company already has some e-business, then you focus on how to improve and integrate the current one. The report should include executive summary, introduction, e-business solutions, expected benefits, and conclusions. The report should highlight your work, your contributions, and your suggestions, and must be typed double-space with a length from 9 to 11 pages, approximately. Layout your report using the APA style. You may check following websites for further details about APA style:
http://www.apastyle.org/
http://owl.english.purdue.edu/handouts/research/r_apa.html
http://www.vanguard.edu/faculty/ddegelman/index.aspx?doc_id=796
Finally, each group makes a brief, in-class presentation during the last two weeks of classes.

Your performance in this course will be evaluated on the basis of your attendance, three examinations, topic quizzes, and the group project. The point distribution is as follows:

Exam 1	maximum points = 15
Exam 2	maximum points = 15
Final Examination	maximum points = 20
Topic Quizzes	maximum points = 25
Group Project	maximum points = 25
Total	maximum points = 100

GRADING SCALE:

Total points earned (maximum = 100)	Semester letter grade
90-100	A
80-89	B
70-79	C
60-69	D
Less than 60	F

"A" 4.0 Excellent, work of exceptional quality which indicates the highest level of attainment in a course.
"B" 3.0 Good, work above average which indicates a high level of achievement.
"C" 2.0 Work of average quality representing substantial fulfillment of the minimum essentials of a course.
"D" 1.0 Poor, representing passing work but below the standards of graduation quality.
"F" 0.0 Failure, representing unacceptable performance in credit course.

Course Content/Outline:

Module #	Topics	Estimated Weeks	Reading Assignments
1	Introduction	1	Chapter 1
2	Technology Infrastructure	1	Chapter 2
3	Selling and Marketing Exam 1	2	Chapter 3, 4
4	Business-to-Business Activities	1	Chapter 5
5	Social Networking, Mobile Commerce, and Online Auctions	1	Chapter 6
6	The Environmental Factors Exam 2	1	Chapter 7
7	Hardware and Software	2	Chapter 8, 9
8	Security	1	Chapter 10
9	Payment Systems	1	Chapter 11
10	Planning	1	Chapter 12
11	Group Project Final Exam	2	