ELECTRONIC COMMERCE (BUS 516)  
University of La Verne  
Online

INSTRUCTOR:
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Office & Hours: LAC 224B,  
F 5-6 PM  
24/7 through email  
Other times by appointment

COURSE OBJECTIVES:
The goal of this course is to provide the student with an understanding of the relationships between communications and computers and the economics of our society.

At the end of this course, you will:
- Understand what is involved in preparing a business for the use of ecommerce channels (and you'll know exactly what it means to work in "internet time")
- Have a basic understanding of e-business models and channels, including mobile commerce
- Understand the history and development of global electronic commerce;
- Understand the complexities of the marketplace for ecommerce (i.e., marketing, advertising, consumer demographics, business models);
- Be familiar with basic Internet economic issues, such as the problem of pricing the use of the Internet infrastructure and problems of e-money;
- Be familiar with legal and regulatory policy issues that affect ecommerce;
- Understand issues surrounding privacy and the protection of intellectual property;
- Have basic knowledge of network security risks and solutions.
- Know how to use elementary cryptographic techniques, and understand their strengths and weaknesses for data authentication and integrity and digital signatures.

COURSE DESCRIPTION:
This course addresses topical issues regarding the role of Information Technology in business commerce. The combination of the computer and the Internet has created an incredible market space. We will examine the foundation, operation and implications of the Internet economy. Topics include Internet technologies, online market mechanisms, interactive customers, knowledge-based products, smart physical products and services, pricing in the internet economy, online auctions and e-marketplaces, digital governance, policies for the internet economy and an outlook for the new economy, Economics of Electronic Commerce, Strategic issues, New business models, Business-to-Business(B2B) vs. Business-to-Consumer(B2C) commerce, Electronic Data Interchange, Proprietary vs. ubiquitous networks, Inter-organization vs. Intra-organization Commerce ( Internet, Intranet, Extranet), Electronic Payment, planning and developing E-commerce, and Transactional Security.
BOOK & COURSE MATERIALS:
Semi-Required (all lectures are mostly from this book):
Additional notes and papers added in the course contents.

ASSIGNMENTS:
This course will consist of four major assignments/cases. 
Students should form groups of three to four for case analysis. Each group is required to analyze 
the cases assigned during the term and turn in a brief written report/response through the 
courseware Blackboard. These cases will be discussed in class or on discussion board. 
Also, various assignments will be given to students during the term that will include looking up 
information and discussing some of the class topics.

Assignment 1 - Due 3rd week of class (Due by Wednesday at 1 PM)
Assignment 2 - Due 5th week of class  ==
Assignment 3 - Due 7th week of class  ==
Assignment 4 - Due 9th week of class  ==

LEARNING METHODOLOGY AND COURSE ACTIVITIES:
This is an online course. The learning methodology used in this course consists of (all online 
through Blackboard Discussion Board) lectures, class discussion and participation, projects, and 
homework (case analyses) assignments.

PROJECT:
There are three types of projects available- You may select one of the followings:

**Project type 1** - The main purpose of the project is to pick an organization/industry and analyze 
how it utilizes E-commerce for internal processes versus external communications and business-
to-business versus business-to-consumers.

**Project type 2** – The main purpose of this project is to develop a start-up Ecommerce site with all 
capabilities of a typical E-commerce site (students could use existing sites as models for 
development).

**Project type 3** – Select a library topic from the list given online in the project section and write a 
research paper about that topic.

GRADING:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Group Project</td>
<td>20%</td>
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<tr>
<td>Group Assignments &amp; Case Analyses</td>
<td>12%</td>
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<tr>
<td>Individual participation</td>
<td>28%</td>
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<tr>
<td>Exam (Individual Paper)</td>
<td>40%</td>
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<td>100%</td>
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Total
CLASS PARTICIPATION AND DISCUSSION:
All Materials are posted in the Course Menu of BB on a weekly format. You are responsible for reading any assigned material prior to participating in all discussions. During the term, in addition to weekly participation (3 points/week), there will be discussions (4 points) on current issues regarding Electronic Commerce from journals and other publications. Each student is responsible for initiating such discussions on an informal basis 1-2 times (depending on the length of paper) in the “Current Issues” forum of Discussion Board during the term. The intent is to keep us all up-to-date in the current issues in this field. One way to lead/initiate the discussion is to tell the class about what you have read, why it interests you, the main theme of the article, etc. and then let others to comment on it if appropriate. More information is available in the discussion board area.

NOTE: The following schedule is tentative and the instructor reserves the right to change as per the dynamics of the situation.

<table>
<thead>
<tr>
<th>WEEK</th>
<th>TOPICS</th>
<th>CHAPTER</th>
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<tbody>
<tr>
<td>1-2.</td>
<td>Introduction, Overview of E-commerce. Technology Infrastructure for E-commerce.</td>
<td>1-2</td>
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<tr>
<td>3-4.</td>
<td>Business Models for E-Commerce</td>
<td>3-7</td>
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<td>5.</td>
<td>Planning and developing Technologies for E-Commerce</td>
<td>12</td>
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<td>6.</td>
<td>Web Server and Electronic Software for E-Commerce</td>
<td>8-9</td>
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<td>7.</td>
<td>Security</td>
<td>10</td>
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<td>8.</td>
<td>Electronic Payment Systems Last Project workshop (finalizing the projects before presentation)</td>
<td>11</td>
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<tr>
<td>9.</td>
<td>Group Project Presentation</td>
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<tr>
<td>10.</td>
<td>Exam (or individual paper)</td>
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UNIVERSITY ACADEMIC POLICY AND HONESTY:
Please also consult the current University catalog for University Mission and guidelines.