**Course Syllabus**

**Spring 2021/2022**

**Dr. Abrar Al-Hasan**

**ISOM 351 Introduction to Electronic Commerce**

**Lecture Time and Location:**

QMIS 351 / 02A: Sun Tue Thu 09:00 AM – 09:50 AM Floor 2 Area A Room 1079

QMIS 351 / 01A: Sun Tue Thu 10:00 AM – 10:50 AM Floor 2 Area A Room 1079

**Contact Information**

**Location** : QMIS Department – 2nd Floor – Office No. 1017

**Email** : abrar.alhasan@ku.edu.kw

**Office** : 24984643

**Office Hours** : Sun Tue Thu 11:00 AM – 12:00 PM or by email appointment

**Social Media** : NA

**Other Material** Additional material such as lecture slides, case studies, articles, and assignments will be posted on Microsoft Teams.

**Course Website** Microsoft Teams (for announcements and course material)

Moodle <https://moodle.ku.edu.kw/login/index.php> (for assignments, quizzes, and main exams)

**Course Description:**

# The combination of the computer and the Internet has created an incredible market space. The course 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, online auctions and e-marketplaces, digital governance, policies for the internet economy and an outlook for the new economy.  As an application of concepts taught in the course, students will participate in the creation of an Internet website.

**Course Learning Objectives (CLOs)**

Upon successful completion of the course, students will be able to:

1. Understand the components of Electronic Commerce (EC), the role it played in globalization, how and why EC is used today.
2. Understand how EC is enabling new forms of commerce between individuals, organizations, and governments, while being aware of emerging technologies that enable new forms of communication, collaboration, and partnering.
3. Mitigate risks as well as plan for and recover from disasters.
4. Understand how organizations develop and acquire EC and technologies.
5. Effectively and innovatively apply EC applications to analyze, report, and present business problems and solutions [LG2, LG3].
6. Identify, research, synthesize, report, communicate, ethically, and professionally use EC for innovative business.

**CLO Mapping to CBA Skill Based Competency Goals[[1]](#footnote-1)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| CLO | Competency Goal | | | | |
| Analytical | Communication | Information Technology | Business Ethics |
| 1 |  |  | I |  |
| 2 |  |  | I |  |
| 3 | R |  | I |  |
| 4 | I | I | A |  |
| 5 | R | R | A | R |
| 6 | R | R | A | R |

# Type of Emphases:

* **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
* **(A)pply:** The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.
* **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

**CBA Undergraduate Program Learning Goals**

* 1. Reinforce ethical skills when evaluating concerns that Electronic Commerce raise in society and the impact of Electronic Commerce on crime, terrorism, and war. ([LG1](#_Undergraduate_Program_Learning))
  2. Improve decision making and apply technical skills by understanding how Electronic Commerce provide information needed to gain business intelligence to support the decision making. Students gain hands-on experience with web development applications like Wix.com.([LG2,LG3](#_Undergraduate_Program_Learning))
  3. Build up communication skills (both written and oral) by communicating and collaborating with persons in various roles on top of submitting analysis of Electronic Commerce case studies discussed in class. ([LG4](#_Undergraduate_Program_Learning))
  4. Strengthen students’ evaluations of business strategies involving Electronic Commerce and identification of problems and opportunities that are amenable to EC solutions ([LG5](#_Undergraduate_Program_Learning))

**Course Outline:**

|  |  |
| --- | --- |
| **Title- According to 17th Ed.** | **Topics** |
| Chapter 1:  Introduction to E-commerce (1.1-1.4) | Basics and definition, Unique features of E-commerce, Types of E-Commerce |
| Chapter 2(17th Ed) or Chapter 5 (16th Ed):  E-commerce Business Strategies | E-Commerce Business Models, Major B2C Business Models, Major B2B Business Models, How E-Commerce Changes Business. |
| Chapter 4(17th Ed) or Chapter 3 (16th Ed):  Building an E-commerce Presence | Idea generation, Building presence, Choosing software, Choosing hardware, Site Tools, Mobile site development. |
| Chapter 6:  E-Commerce Marketing and Advertising | Consumers Online, Digital Commerce Marketing, Internet Marketing Technologies, Costs and Benefits of Online Marketing. |
| Chapter 7:  Social Mobile, and Local Marketing | Introduction, Social Marketing, Mobile Marketing, Local and Location-Based Mobile Marketing. |
| Chapter 8:  Ethics, Law, and E-Commerce | Issues, Privacy and Information Rights, Intellectual Property Rights, Governance, Public Safety and Welfare. |

**Course Requirements and Policies:**

1. **General Policy**

* Policy number 1: You are responsible for knowing these policies. “I didn’t know” is not an excuse.
* No cheating on homework, midterm, and final exam. I will follow "Zero Tolerance" policy.
* If you cheat and get caught, I will have to report it to Associate Dean of Student Affairs.
* Students should check the e-learning system for class information regularly.
* Students are responsible for any information posted there.
* Students are encouraged to download class handouts and bring to class to write down additional notes.
* If you are a special needs student (have any disability), please inform your instructor immediately.
* You all have a **Wild Card Bonus**, which is a BUMP UP of a Grade at the end of the course (e.g. from B- to B). Note that an F will not be bumped up to a D!!.
  + However, you will LOOSE the Wild Card Bonus in the following conditions:
    - In the case you need a midterm makeup, I will take away the wild card so you will not get the bonus.
    - If you have 3 absences I will take away the wild card and you lose the bonus. Any extra absence after 3, I will enforce Kuwait University regulation.
    - In the unfortunate case you decided to use your wild card you must fill out a form found on the IS website within one week. (http://is.cba.edu.kw/). Make sure to stamp the form at the ISOM department, and give it to your instructor. In case you can’t find your instructor, place the stamped form in his/her mail box.
    - **THE WILD CARD DOES NOT INCLUDE THE FINAL EXAM.** YOU MUST ATTEND THE FINAL EXAM. FAILING TO ATTEND THE FINAL EXAM WILL RESULT IN AN “FA”, with or without the wild card.

1. **Attendance Policy**

* Be on time for the lecture.
* Every **two "lates"** will be considered an **absence**. 2 mins late, 5 mins late, 10 mins late, is all considered LATE.
* I will take attendance in the beginning of class.
* If you leave class before it ends, you will be considered absent.
* Wildcard Bonus will be deducted after 3 free absences /and/or Lates.

1. **Proper Conduct Policy**

* Turn off cell phones/leave on silent mode **NOT VIBRATION**.
* Read the syllabus, book, and slides. ***I will not answer questions that are in the syllabus.***

1. **Homework Policy**

* I will not accept late submission of assignments even with a valid excuse.
* You can take the homework only once.
* No cheating or collaborating with others when working on homework.

1. **Examination Policy**

* Come 15 minutes before the exam.
* Please bring pencil/eraser/sharpener.
* Bring a bottle of water with you in case you get thirsty. Instructors/proctors will not provide these for you during the exam.
* Make sure you use the washroom before the exam. You will not be able to use the washroom facilities during the exam unless you have a medical condition that you need to bring to my attention before the exam (i.e., diabetes, pregnancy...etc).
* **I will not answer any questions during exams.**
* No cellphones are allowed. If your phone rings during the exam, you will be considered cheating and I will have to report it to the Associate Dean of Student Affairs.

1. **Make-Up exams and Dispute Policy**

* NO Make-up Exams will be given.
* After a grade is posted, you will have **one week** to discuss it with your instructor. After that week, the grade is final.
* For the final exam, the final grades will be posted after 48 hours of your final exam.
* **No make-up quizzes, coursework, or assignments will be given.**
* In case you need (for a valid reason) to take a **Midterm makeup , you will lose your Wildcard Bonus.**

**Individual Assignments:** Assignments will be posted on the e-learning system. Late submission is not accepted. There are **NO** collaborations in individual assignments - this will be considered **cheating**. Once the grades are posted, the student has **one week** to discuss or dispute a grade. After this grace period the grades are considered final and **NO** discussion will be entertained.

**In-Class Tests:** There are a total of five in class tests, one Midterm, and one Final. In class tests will be announced beforehand on the e-learning system.

**Grades:** After a grade is posted, you will have one week to discuss your assignment, quiz, presentation, or absence with your instructor. After that week, the grade is final.

**Emails:** Emails sent must include a subject, be addressed properly, and signed with full name, course and section number. Otherwise, the email will be discarded. Email etiquette could be accessed online on: http://is.cba.edu.kw/130/email.htm.

**Participation:** The quality of our classroom discussions in large depends on you and your preparation for class. Participation should include, among other things, (1) presenting real life examples, (2) defining the problem, and (3) exploring different alternatives. Participation points will be given throughout the course for a maximum bonus of 20 points (2%).

**Class Preparation – Readings, and Videos:** This is an active learning class. The instructor will not lecture the entire session. Student participation is an essential part of this course. As such, students are expected to come ready to discuss the session’s topic and participate in planned activities.

**Nepotism:** By registering for this class, you agree to abide by all its regulations including the zero tolerance of nepotism. By agreeing to this rule, you understand that your grade will be decreased a full letter grade (that is: goes from an “A” to a “B” for example) if anyone (family, friends, etc.) attempts to influence your grade (with or without your knowledge).

**Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:

<http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf>

**Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

<http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf>

**Writing Style:** Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help.

**Grading:**

The scores in this course will be the weighted average of the following items:

|  |  |
| --- | --- |
| **Description** | **Weight** |
| Quizzes (Best 4 of 5 Quizzes, 5% each)/ Class topic presentation | 200 |
| Project | 100 |
| Midterm Exam | 300 |
| Final Exam | 400 |
| TOTAL | 1000 = 100% |

**Grade Distribution:**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| TBA | Last day to withdraw a course |
| TBA | Midterm Exam |
| TBA | Last day of classes |
| 01/06/2022 11:00--13:00 | Final Exam |

**CBA Vision:**

To be the leading provider of quality business education in the region.

**CBA Mission:**

As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

**Undergraduate Program Learning Goals:**

**LG1. Ethical Skills:** A CBA graduate shall be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

**Student Learning Objectives:**

1.1. Identify the ethical dimensions of a business decision.

1.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.

1.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

**LG2. Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

**Student Learning Objectives:**

2.1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.

2.2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.

2.3. Analyze a given business decision using integrative techniques, structures, and frameworks.

**LG3. IT and Computer Skills:** A CBA graduate shall demonstrate capabilities in using general-purpose computer applications

**Student Learning Objectives:**

3.1. Use a word-processing application to type and format a business document.

3.2. Use a data-processing application to analyze or solve a business problem.

3.3. Use a presentation-making application to prepare a slideshow for a business issue.

**LG4. Communication Skills:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

4.1. Deliver clear, concise, and audience-centered presentations.

4.2. Write clear, concise, and audience-centered business documents.

**LG5. Analytical Skills:** A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

**Student Learning Objectives:**

5.1. Use appropriate tools to solve a given business problem.

5.2. Analyze business problems using suitable business theories and techniques.

5.3. Structure logic and frame quantitative analysis to solve business problems

1. CBA Competency Goals can be found at the end of this document. [↑](#footnote-ref-1)