

**Course Syllabus**  
**ISOM 351 Introduction to Electronic Commerce**  
**Fall 2023**

<p><b>01A</b> <b>Dr. S. Zamoon</b></p> <p>Sunday, Tuesday, Thursday 1:00 pm- 1:50pm</p> <p>D2 1007, and LMS platform ( Moodle, MS Teams)</p> <p><b>Contact Information:</b> <b>Location</b> : ISOM Department – 2<sup>nd</sup> Floor – Office No. B2 1025 <b>Email</b> : <a href="mailto:DrZamoon@gmail.com">DrZamoon@gmail.com</a><sup>1</sup> <b>Office Phone</b> : (965) 2498 6741 <b>Office Hours</b> : Sun/ Tues/ Thur 12:00pm – 1:00pm (in person and virtual appointments welcome)</p> <p><b>Final Exam Jan 6<sup>th</sup>, 2024 11:00 am- 1:00 pm</b></p>	<p><b>02A</b> <b>Dr. Zainab M. AlQenaei</b></p> <p>Monday, Wednesday 8:00am – 9:15 am</p> <p>D2 1007, and LMS platform ( Moodle, MS Teams)</p> <p><b>Contact Information:</b> <b>Location</b> : ISOM Department – 2<sup>nd</sup> Floor – Office No. A2 1037 <b>Email</b> : zmalbader@gmail.com <b>Office Phone</b> : (965) 2498 8683 <b>Office Hours</b> : Mon Wed 9:15 AM – 10:00 AM <b>Social Media</b> : @zmalbader</p> <p><b>Final Exam Dec 28<sup>th</sup>, 2023 5:30 pm- 7:30 pm</b></p>
<p><b>Midterm Exam Oct 16<sup>th</sup>, 2021 12:30 pm- 1:50 pm</b></p>	

**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):**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program. Upon successful completion of the course, students will be able to:

- CLO1.** Understand the components of Electronic Commerce (EC), the role it played in globalization, how and why EC is used today.
- CLO2.** 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.
- CLO3.** Mitigate risks as well as plan for and recover from disasters.
- CLO4.** Understand how organizations develop and acquire EC and technologies.
- CLO5.** Effectively and innovatively apply EC applications to analyze, report, and present business problems and solutions [LG2, LG3] .
- CLO6.** Identify, research, synthesize, report, communicate, ethically, and professionally use EC for innovative business.

**CLO Mapping to CBA Skill Based Competency Goals<sup>2</sup>**

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.

## Required Material:

### Textbook



Carol V. Brown, Daniel W. DeHayes, Jeffrey A. Hoffer, E. Wainright Martin, and William C. Perkins. (2014); Managing Information Technology, Pearson New International Edition, 7 th Edition, 718 pp, Print ISBN ISBN 10: 1-292-02346-5; ISBN 13: 978-1-02346-5

**You need a physical copy of the textbook for exams; no digital copies can be used.**

### Additional Material

Will be posted on the Moodle site and/ or in the MS Teams site

### Group Work

Students will self-organize into teams of 3-5 students. Teams are NOT REQUIRED TO PHYSICALLY MEET- ALL WORK CAN BE COMPLETED THROUGH VIRTUAL MEETINGS (MS Teams). The grade will be assigned collectively to all team members (e.g., if the team gets 85%, then all team members will get 85%).

Should a team run into problems. Please inform the instructor to help you find solutions. The sooner students do work out a solution, the sooner you can work well. DO NOT WAIT TILL AFTER submitting to bring up group dynamics issues with the instructor.

### Project:

#### Written and Presentation

**You must complete the project to pass the course.** Deliverables are a paper and a power point presentation, where all students must present (audio and video). See project description and rubrics for details.

### Assignments

Submitting answers to a Form/ Kahoot; Posting answers to the Written Participation Forum (on Moodle).

### Class Preparation

You need to read the textbook/ cases studies, find relevant information, and to watch selected YouTube or Netflix Videos before classes.

### Tools to be used

E-plagiarism system (Turnitin: [www.turnitin.com](http://www.turnitin.com)); Cloud system (OneDrive of Microsoft)

### Prerequisites

ISOM 240.

## Course Policies

You are responsible for knowing the following policies (“I didn’t know” is NOT an excuse):

- Attendance and Participation:
  - Each student should silence his/her mobile at the beginning of class
  - Every student in this course must abide by the Kuwait University Policies (including ERT additions) on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:  
<http://kuweb.ku.edu.kw/ku/Students/References/index.htm>  
[http://kuweb.ku.edu.kw/cs/groups/ku/documents/ku\\_content/kuw\\_055940.pdf](http://kuweb.ku.edu.kw/cs/groups/ku/documents/ku_content/kuw_055940.pdf)
  - Be on time for the lecture (remember, class starts on time, NOT 5 minutes later). At the beginning of each lecture, I will take attendance.
  - Students must attend the classes they are enrolled in (i.e., no informal switching between sections for the same faculty member or between different faculty members). The same is applied to taking quizzes, midterm, and final exams.
  - It is very important that students are prepared for each class period. Check MS Teams before each class for the required reading or video.
- Absenteeism:
  - University regulations governing absenteeism are applied to all students. This involves a first warning after **3 hours (not lectures)**, a second warning after additional 3 hours absence and a failure notice for any absence beyond the six hours. Absence with a valid excuse will still count as an absence. Being late three times is equivalent to one absence. Absence with a valid excuse will still count as an absence.
- Exams and Quizzes (**ONLINE on YOUR LAPTOP- NO handheld devices**)
  - Make-up quizzes and exams: **No make up for quizzes.** Midterm and final exams will be executed according to plans. In case Moodle fails for uncontrolled reasons, the exam will be re-scheduled the next Saturday (after the initial plan date) and at the same timing. **If you have Covid (during Midterm/ Final Exam time), then submit documentation of PCR/ Civil ID to the Committee to decide on your case. For the Midterm, if your documentation is approved, you will be invited to complete a makeup (at a time set by the committee). For the Final, if your documentation is approved, an “I” (Incomplete) will appear in the KU portal and you will be invited to complete the makeup the first week of the following academic term.** You must inform your instructor and share the results of a PCR test at least 4-5 days before and exam to be eligible for a make-up.
  - **Moodle will be used with Safe Exam Browser (SEB) or comparable system. Make sure you access Moodle using Google Chrome.** SEB must be installed on laptop or desktop. Be sure to install SEB BEFORE the quiz/ exam date by taking the compatibility test in Moodle (for technical help, please see your TA). **You are responsible for having a working computer (Systems Updates and SEB Updates) Fully Charged and with working Internet BEFORE THE EXAM.**
  - **Exams will NOT be administered using handheld devices like iPhone or iPad (even if it has worked in past exams).** You need a desktop or laptop for the ENTIRE EXAM.
  - **T Any suspicious behavior during the exam will be considered cheating. The student will receive a ZERO for the assessment.**

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; p. 22). A copy of the student guide can be accessed online on:

[http://kuweb.ku.edu.kw/cs/groups/ku/documents/ku\\_content/kuw055940.pdf](http://kuweb.ku.edu.kw/cs/groups/ku/documents/ku_content/kuw055940.pdf)

- If you have **special needs** (e.g., any type of disability, pregnancy, diabetes, etc.), please make sure you inform the instructor (**within the FIRST WEEK of class**). You can also check with Associate Dean for Student Affairs office for other rights and duties.
- **The instructor will NOT answer any questions during the exam including clarification questions. Furthermore, dictionary use is prohibited during exams.**
- Grading:
  - There are **NO** collaborations in quizzes and exams - this will be considered **cheating**. Plagiarism will also be considered as cheating. The student will receive a ZERO for the assessment and/ or an "F" grade in the course (see Academic Dishonesty below).
  - Late submission of assessments will NOT BE ACCEPTED (NO EXTENSIONS) even with a valid excuse. A deduction will be applied [-25% per day] if a your instructor chooses to accept late submission.
  - Writing Style: Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help (For more details see <http://www.easybib.com/guides/citation-guides/apa-format>).
  - **After a grade is posted (quizzes, assignment, case study, midterm, ... etc), you will have three days to discuss it with your instructor or teaching assistant (TA). After that, the grade is FINAL and released.**
  - Negotiation of the final grade is neither accepted nor discussed.
  - There will be **NO ROUNDING UP OR DOWN** once your grade is finalized (for example, 89.99% is B+ not A-).
- Academic Dishonesty will not be tolerated. Cheating/ submitting work prepared by someone else/ resubmitting work from other courses/ plagiarism and the like will earn you an "F" grade in the course. Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. Tools may be used include E-plagiarism system (Turnitin: [www.turnitin.com](http://www.turnitin.com)) and Cloud system (OneDrive of Microsoft). If you have any questions about what constitutes "unauthorized assistance" please email your instructor before the deliverable is submitted. **Writing Style:** Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Unit for help.
- Students are responsible to have working and up to date computer/ laptop and internet. Students are responsible for making sure their work is posted to the LMS: make sure the posting to the forum is uploaded fully, make sure files uploaded are not corrupt (download then upload the work and make sure it is readable) etc.



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- Students are responsible for the content/ instructions etc. on LMS as well as emails. For example, your instructor will not remind you of due dates.
- Students are responsible for content of any social media groups setup. These are NOT monitored by your instructor.
- Recording (audio/ video) as well as still photography are strictly prohibited (in accordance with KU policies).
- Students should contact instructor by email (NOT MS Teams private messages) within working hours and days. Students cannot contact instructors or TAs out of normal hours (e.g., 2am on Friday) to get help if they have a question or technical issue and will not get an extension for deadlines to solve technical problems. 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 upon request.
- **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).
- Policies in this document will be updated based on need.

## Grade Distribution

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

Weight	Description
5%	Discussion and Participation
10%	Quizzes (unified – 3 quizzes drop 1 – 5% each)
15%	Project (unified – phases - 10% written and 5% online presentations)
30%	Midterm exam (unified)
40%	Final exam (unified)
5%	Bonuses
<b>105%</b>	<b>Total – Bonuses included (no additional curve)</b>

### Letter Grade:

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

### Course Outline:

Title	Topics
Chapter 1: Introduction to E-commerce	Basics and definition, Unique features of E-commerce, Types of E-Commerce. <b>Sections: 1.1, 1.2, 1.3, 1.4, 1.5 (terms only)</b>
Chapter 2 E-commerce Business Strategies	E-Commerce Business Models, Major B2C Business Models, Major B2B Business Models <b>Sections: 2.1, 2.2, 2.3, 2.4</b>
Chapter 4 Building an E-commerce Presence	Idea generation, Building presence, Choosing software, Choosing hardware, Site Tools, Mobile site development. <b>Sections: 4.1, 4.2, 4.3, 4.4, 4.6</b>
Chapter 5 E-Commerce Security and Payment Systems	The E-Commerce Security Environment, Security Threats in the E-Commerce Environment, E-Commerce Payment Systems, Electronic Billing Presentation and Payment. <b>Sections: 5.1, 5.2, 5.3, 5.5</b>
Chapter 6 E-Commerce Marketing and Advertising	Consumers Online, Digital Commerce Marketing, Internet Marketing Technologies, Costs and Benefits of Online Marketing. <b>Sections: 6.1, 6.2, 6.3, 6.4 (terms only)</b>
Chapter 7 Social Mobile, and Local Marketing	Introduction, Social Marketing, Mobile Marketing, Local and Location-Based Mobile Marketing. <b>Sections: 7.1, 7.2, 7.3, 7.4</b>
Chapter 8 Ethics, Law, and E-Commerce	Issues, Privacy and Information Rights, Intellectual Property Rights, Governance, Public Safety and Welfare. <b>Sections: 8.1, 8.2, 8.3</b>

**Important Dates:**

<b>Date/Time</b>	<b>Event</b>
Sep 17 <sup>th</sup> through Sep 23 <sup>rd</sup> Unlimited attempts- Highest grade	Syllabus Quiz Bonus 2%
Week 2	Project Check-in 1
Week 3	Quiz 1 (ISOM 240 Review and Chapter 1) Project Check-in 2
Oct 10	Project Phase 1
Oct 15 <sup>th</sup>	Pre-Midterm Bonus 1%
Oct 16 <sup>th</sup> , 2023 @ 12:30 pm	Midterm Exam
Week 6	Project Check-in 3
Oct 28 <sup>th</sup> , 2023	Last Day to Withdraw
Week 8	Quiz 2 (Chapter 5)
Week 9	Project Check-in 4
Week 12	Quiz 3 (Chapters 6 and 7) Project Check-in 5
Dec 12	Project Phase 2
Dec 18 <sup>th</sup> , 2023	Project Phase 3
Dec 25 <sup>th</sup> , 2023	Last day of classes 1% bonus for attending the last day for Q & A on Projects
24 hours before your final exam	Pre-Final Bonus 1%
<b>December 28<sup>th</sup>, 2023 (5:30 pm – 7:30 pm)</b>	<b>Final Exam Sec 02A</b>
<b>January 6<sup>th</sup>, 2024 (11:00 am – 1:00 pm)</b>	<b>Final Exam Sec 01A</b>





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**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.

**CBA Competency Goals:**

**1. Analytical Competency:** A CBA graduate will be able to use analytical skills to solve business problems and make a well-supported business decision.

**Student Learning Objectives:**

- 1.1. Use appropriate analytical techniques to solve a given business problem.
- 1.2. Critically evaluate multiple solutions to a business problem.
- 1.3. Make well-supported business decisions.

**2. Communication Competency:** A CBA graduate will be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

- 2.1. Deliver clear, concise, and audience-centered presentations.
- 2.2. Write clear, concise, and audience-centered business documents.

**3. Information Technology Competency:** A CBA graduate will be able to utilize Information Technology for the completion of business tasks.

**Student Learning Objectives:**

- 3.1. Use data-processing tools to analyze or solve business problems.

**4. Ethical Competency:** A CBA graduate will 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:**

- 4.1. Identify the ethical dimensions of a business decision.
- 4.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
- 4.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

**5. General Business Knowledge:** A CBA graduate will be able to demonstrate a basic understanding of the main business disciplines' concepts and theories.

**Student Learning Objectives:**

- 5.1. Acquire a fundamental understanding of knowledge from the main business disciplines (e.g. finance, accounting, marketing, and management information systems, among others).