Course Description
This course examines electronic commerce systems, that is, the information systems that provide electronic commerce support for an organization. The course covers e-commerce concepts, types of e-commerce, e-commerce models, the technology used in e-commerce systems, and the planning, design, implementation, and management of e-commerce systems.

Prerequisites
ISYS 871: ISYS 814 or equivalent, or consent of instructor. Students who have completed BUS 782 but not ISYS 814 will be considered on a case-by-case basis.

Required Text
Note: Chapter 19 of this book is only available online at the textbooks companion website: [http://www.prenhall.com/turban/](http://www.prenhall.com/turban/)

Other readings: There may also be handouts or items on the web to read.

There will be an additional cost of $0 to $20 (or more) for software, depending on which system your team selects for implementing its project.

Course Process
The class sessions will involve a variety of activities including lectures on the assigned readings or other topics, presentations by guest speakers, review of individual assignments and team projects, student discussion of course topics, and student presentations. At the end of this syllabus is a tentative schedule of topics and reading assignments from the required textbook. We will attempt to follow this schedule although some deviation from the schedule is likely. You should complete the assigned readings prior to the class discussion of the material and be prepared to enter into discussion of the chapter topics. *Tape recording of class sessions is not allowed.*

Team Project
There will be a team project in which students work in project teams (team size and number of teams will depend on class size). Each project team is required to complete a "real world" project involving the design and implementation of an e-commerce system. Detailed requirements for this project will be discussed later. Each project team will turn in a written report and give an oral presentation on their project.

Individual Assignments
There will be several individual assignments that involve either written work or computer work. They will be collected and graded. These assignments must be completed by each student
individually without consulting with other students. Each assignment will be due by the beginning of class on the date indicated on the assignment. Assignments will be accepted up to one week late for half credit.

Case Analysis
Each chapter has several short cases (called EC Applications) with questions after them. Each week I will randomly select two students to prepare two different cases from the chapter to be covered the following week. You can elect to “pass” one week during the semester, meaning you do not have to do prepare a case for the next week. If we are covering two chapters during a class, I will announce which chapter the cases will be selected from. Each student can select which case to prepare but they must be different cases. Preparing means that you read and understand the case, that you can summarize orally the case without reading the case, and that you can correctly answer the questions at the end of the case using the concepts in the chapter. During the class the following week each student will present his or her case orally. You will have a maximum of 10 minutes to summarize the case (do not read the case) for everyone in the class (assume the class has not read the case) and answer the questions at the end of the case. Students in the class or I may ask questions after your presentation. You will be graded on your presentation and your accumulated grade will count in your course grade. If you are not in class when it is time to present your case, you will receive 0 on it.

Exam
There will be two exams. The tentative dates of the exams are shown on the schedule.

Grading
Tentatively, course grades will be determined as follows:

- Group project including oral presentation 30%
- Midterm exam 25%
- Final exam 25%
- Individual assignments and class participation 10%
- Case presentations 10%

Incomplete grades will only be allowed in accordance with College of Business and SFSU policies.

College of Business Policies
1. You must enroll in classes by the fourth week of the semester. You will not be permitted to add later even if you have attended all classes, taken all exams, and otherwise completed all course requirements. No exceptions will be made.
2. You may withdraw from a business course only once (1). The next time you register for the class, you must complete it.
3. All communication regarding student policies, schedule changes, and so on will be emailed to your SFSU account. It is your responsibility to check it regularly and/or forward email from this account to your preferred email address.

Course Web Site
Course materials, including PowerPoint slides, will be posted periodically to the iLearn account for the courses. Go to ilearn.sfsu.edu and click on ISYS 871.
Contact Information
Office:
  Main campus: BUS 206D
  Downtown campus: DTC 593
Office phone:
  Main campus: 415-338-7477 (voice mail)
  Downtown campus: 415-817-4351 (no voice mail)
  Note: If you wish to leave me a voice mail message, call my main campus number. I will check it from my downtown campus office. I do not leave a voice mail message at my downtown campus number because it is shared by several faculty.
IS Dept office: 415-338-2140
E-mail: RNick@sfsu.edu
Web: http://online.sfsu.edu/~rnick

In-person Office Hours (subject to change)
I will be in my office to meet with students during the following hours. You can see me at any of these times without an appointment. These are also the best times to telephone me.
  At the downtown campus: Tu 4:00-5:30, 6:00-6:30
  At the main campus: Th 11:00-1:00
Note: If I have to leave my office during my office hour or miss my office hour because of a meeting or other administrative activity, I will make an effort to post a note on my office door, but sometimes I may not be able to do so.

Electronic Office Hours
I will answer e-mail from students throughout the week, including days that I am not on campus. I consider this time to be office hours in the same sense as my in-person office hours, only held electronically. You can contact me any time by e-mail regarding the class or for other academic matters. I try to check my e-mail every weekday, even when I am not on campus, although occasionally that is not possible. I may also check my e-mail on weekends. If you send me an e-mail, you may get an immediate reply or my reply may be delayed, depending on what I am doing, but usually you will receive a reply within 24 hours. If you need an immediate answer to a question you should see me or call me during my in-person office hours.

Do not send attachments with your e-mail unless I request them. Because they take more time to open and read, and because of the threat of viruses, I will not open attachments from students unless I specifically ask for them. Include anything you want me to read as text in the body of your e-mail. Do not send assignments by e-mail or fax. I will not accept them, unless otherwise indicated in the assignment.
**Tentative Schedule and Reading Assignments**

Readings are from Turban 2008

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
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<tbody>
<tr>
<td>January 29</td>
<td>Overview of Electronic Commerce</td>
<td>Chapter 1</td>
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<tr>
<td>February 5</td>
<td>E-Marketplaces: Structures, Mechanisms, Economics, and Impacts</td>
<td>Chapter 2</td>
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<td>Launching a Successful Online Business and EC Projects</td>
<td>Chapter 16</td>
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<td>February 12</td>
<td>Building E-commerce Applications and Infrastructure</td>
<td>Chapter 19 (online)</td>
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<td>February 19</td>
<td>Retailing in Electronic Commerce: Products and Services</td>
<td>Chapter 3</td>
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<td>Consumer Behavior, Market Research, and Advertisement</td>
<td>Chapter 4</td>
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<td>March 4</td>
<td>B2B Exchanges, Directories, and Other Support Services</td>
<td>Chapter 6</td>
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<td>March 12</td>
<td>E-Supply Chains, Collaborative Commerce, and Corporate Portals</td>
<td>Chapter 7</td>
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<td>March 18</td>
<td>Midterm Exam (Ch 1, 2, 3, 4, 5, 6, 7)</td>
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<td>March 25</td>
<td>Spring Break</td>
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<td>April 1</td>
<td>Mobile Computing and Commerce and Pervasive Computing</td>
<td>Chapter 9</td>
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<td>April 8</td>
<td>Dynamic Trading: E-Auctions, Bartering, and Negotiations</td>
<td>Chapter 10</td>
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<td>April 15</td>
<td>E-Commerce Security</td>
<td>Chapter 11</td>
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<td>April 22</td>
<td>Electronic Payment Systems</td>
<td>Chapter 12</td>
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<td>April 29</td>
<td>Order Fulfillment, eCRM, and Other Support Services</td>
<td>Chapter 13</td>
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<td>May 6</td>
<td>Social Networks and Industry Disruption in the Web 2.0 Environment</td>
<td>Chapter 18</td>
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<td>May 13</td>
<td>Project Presentations</td>
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<td>May 20</td>
<td>Final Exam (Ch 16, 19, 9, 10, 11, 12, 13, 18)</td>
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