



NEW YORK CITY COLLEGE OF TECHNOLOGY
THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF BUSINESS

BUF 3400 E-Commerce and Global Marketing

Meeting Dates/Time:

Room:

PREREQUISITES: MKT 2300 and BUF 3100

CREDITS: 3

INSTRUCTOR:

Faculty Office:

Office Hours:

Office Phone:

E-mail:

COURSE DESCRIPTION:

Introduces students to the fundamental concepts of electronic commerce and how to analyze these concepts from both a business and technical standpoint with a particular emphasis on the fashion industry, specifically apparel and textile enterprises. It examines the impact of e-Commerce in the business world, including various alternative approaches to creating e-Commerce solutions. Topics covered include the history of e-Commerce and the development of the World Wide Web, e-Commerce tools and technologies, Internet advertising and marketing strategies and the legal, security and taxation issues critical to the success of any e-Commerce venture.

STUDENT LEARNING OUTCOMES:

At the conclusion of this course, students will be able to:

Content Specific:

Assessment of Outcomes:

Define and examine the fundamental business components and applications of e-Commerce.	Class discussions and course assignments, including collaborative group work on a weekly Case Study and weekly Fashion Web Site Analysis, a midterm and final examination, and a final capstone e-Commerce Research Project.
Critically evaluate the business models associated with e-Commerce applications.	Class discussions and course assignments, including a weekly Case Study and weekly Fashion Web Site Analysis, a midterm and final examination, and final

	capstone e-Commerce Research Project.
Demonstrate a theoretical and practical working knowledge of the key technical components of an e-Commerce system.	Class discussions and course assignments, including collaborative group work on a weekly Case Study and weekly Fashion Web Site Analysis, a midterm and final examination, and final capstone e-Commerce Research Project.
Understand and apply the best practices in e-Commerce advertising and marketing strategies, as well as the importance of complying with the legal and security implications related to e-Commerce systems.	Class discussions and course assignments, including collaborative group work on a weekly Case Study and weekly Fashion Web Site Analysis, a midterm and final examination, and final capstone e-Commerce Research Project.

General Education:

The ability to pursue disciplined, inquiry-based learning in the major with the acquisition of tools for lifelong learning, including the development of skills necessary for communicating in diverse settings and groups through the use of written, oral and visual means. Work with teams, including those of diverse composition. Build consensus.	Class discussions and course assignments, including collaborative group work on a weekly Case Study and weekly Fashion Web Site Analysis, a midterm and final examination, and final capstone e-Commerce Research Project.
The ability to employ logical thinking and creativity to solve problems by gathering, interpreting, evaluating and applying information discerningly from a variety of sources. Respect and use creativity.	Class discussions and course assignments, including collaborative group work on a weekly Case Study and weekly Fashion Web Site Analysis, a midterm and final examination, and final capstone e-Commerce Research Project.

Process for Evaluation:

Final Term Grades will be based on the following criteria:

1. Class Participation: 10%
2. Weekly Case Studies and
Fashion Web Site Analysis: 25%

3. Mid Term Examination:	20%
4. Final Exam:	20%
5. Final Capstone e-Commerce Research Project:	25%

Note: There are no make-ups for an unexcused absence from a test or examination. In addition, please review the “Digital Device Policy” for the course in “Class Rules” below.

Late and Missed Assignments: The professor will not accept any late or missed assignments absent clear, convincing and compelling evidence demonstrating adverse and unforeseen circumstances over which a student had no control and that consequently prevented the timely completion and submission of the assignments.

What constitutes “clear, convincing and compelling evidence” is in the sole discretion of the professor. Examples include, but are not limited to, a serious accident, hospitalization, illness or sudden medical condition of the student, or of a member of the student’s immediate or extended family, a death in the immediate or extended family, or an unforeseen, unavoidable and mandatory personal or professional obligation.

Extra Credit Projects: Students who have not completed at least 60% of the scheduled weekly assignments by the end of the semester, or who have inexcusably failed to complete any test or examination in the course, **are not eligible to complete an Extra Credit Project.** The opportunity for a student to otherwise complete an Extra Credit Project is at the sole discretion of the professor.

RECOMMENDED TEXTBOOK:

Schneider, G.P. (2016). Electronic Commerce (12th ed.) South-Western Cengage Learning.

COURSE POLICIES & PROCEDURES:

Course Expectations, Preparation and Participation: Each student will be expected to timely complete the assigned weekly readings and submit the assignments. Students must also actively participate in and contribute to the class discussions.

Class Rules

1. According to page 34 of the Student Handbook, “The use of cell phones is prohibited in classrooms . . . [and] any other areas where instruction . . . is taking place.” Accordingly, the use of cell phones, smart phones, or any other wireless hand held device in this class is **strictly prohibited.**

Both anecdotal evidence and recent empirical studies indicate that while such devices can, in certain contexts, serve as an aid to academic scholarship, their use during actual instruction and study is a severe distraction that results in poor academic performance and grade point averages.

Moreover, the use of such devices in many social and professional settings, particularly professional meetings, is generally considered to be rude and, in certain instances, absolutely forbidden. For example, in most U.S. courts such devices are not even allowed into the courtroom, let alone used, and are temporarily confiscated by court officers at the courthouse door.

Accordingly, this class will adhere to the following “Digital Device Policy” prohibiting the use of such devices during all in class meetings:

- a. First Infraction: Cautionary reminder and warning;
- b. Second Infraction: 5-point deduction from the student’s class participation grade;
- c. Third Infraction: Additional 10-point deduction from the student’s class participation grade;
- d. Fourth Infraction: Additional 15-point deduction from the student’s class participation grade;
- e. Fifth Infraction: The student will receive an automatic grade of “F” for class participation.

2. Students are expected to conduct themselves at all times in a responsible and professional manner. Food and/or beverages are not permitted in the classroom.

3. Each unexcused late arrival or early departure from the class lecture will result in a 2-point deduction from the class participation grade.

4. Students may not leave the classroom during an examination absent extreme circumstances (e.g., sudden illness, in which case the student will be required to do a make-up exam). Leaving the classroom during an examination before submitting it to the professor will result in an automatic grade of “F” for that examination without any opportunity to complete a makeup.

5. Students arriving more than 30 minutes late for an examination will not be permitted to take the examination.

6. Stop the professor during the class by raising your hand, speak to the professor at the end of the class, send an e-mail or visit the professor during scheduled Office Hours if you do not understand something presented in the class textbook, videos or lectures.

7. Do not repeatedly wander in and out of the classroom during the lecture absent an extreme emergency. Doing so serves to disrupt the class and is distracting to both the professor and other students.

8. Finally, do not hesitate to contact the professor if you have further questions or concerns regarding the course material or any other aspect of your academic studies. Students are encouraged to meet with the professor during scheduled Office Hours or at some other agreed upon time that is mutually convenient for both the student and the professor.

GRADES:

Grading and add/drop policies are in accordance with University policies. Students need to submit assignments *on or before the due date*.

All grades will be based in proportion to the following scale:

A	=	93 - 100
A-	=	90 - 92.9
B+	=	87 - 89.9
B	=	83 - 86.9
B-	=	80 - 82.9
C+	=	77 - 79.9
C	=	70 - 76.9
D	=	60 - 69.9
F	=	59.9 and below

Assessment Methods:

The following metrics will be used to assess student mastery of the Student Outcomes for the course: (1) the satisfactory, individual contributions to the (a) Weekly Cases Studies and (b) Weekly Fashion Web Site Analysis and Commentary completed in collaborative group work in e-Enterprise Research Firms (the “e-Firms”) as discussed below; (2) a satisfactory record of class preparation and participation; (3) the receipt of a passing grade on the Mid Term Examination; (4) the receipt of passing grade on the Final Examination; and (5) the receipt of a passing grade on the Final Capstone e-Commerce Research Project (as discussed below).

Formation and Responsibilities of the e-Enterprise Research Firms:

At the beginning of the semester the professor will randomly assign individual students to an “e-Enterprise Research Firm” (“e-Firm”). Following the formation of the e-Firms, the professor will designate on a weekly basis a member of the e-Firm to act as the Chief Technology Officer (“CTO”). Each week, under the direction of the CTO, the e-Firm will collaboratively analyze and submit its responses to the e-Commerce Case Study Questions and Problems assigned by the professor for that week.

During the fourth week of the class, each e-Firm will jointly select one fashion industry Web site for weekly critical analysis and commentary, applying the e-Commerce principles learned in the weekly Case Study and textbook readings to the fashion Web site.

Final Capstone e-Commerce Research Project:

Each student will be expected to submit a Final Capstone e-Commerce Research Project analyzing a real or hypothetical fashion industry Web site. The project may be a written paper, video presentation,

prototype e-Commerce Web site, or any other multimedia presentation. The project should include the following criteria:

(1) The e-Commerce Research Project should take into consideration the general theoretical and practical concerns that will be discussed in class and in the assigned readings. In particular, the project should have a perspective on creating customer value in the context of e-Commerce strategies and applications. To assist and guide students in this process the professor will distribute an “e-Commerce Web Site Analysis Checklist” with key items that must be discussed in the project.

(2) Students may complete the e-Commerce Research Project individually or team up with other classmates. In the event students choose to work with one or more classmates on the project, the students must submit to the professor an explanation of how the work will be divided and who will be responsible for which sections of the project.

(3) The e-Commerce Research Project should adhere to the following schedule:

a. A Proposal for the e-Commerce Research Project must be submitted to the professor during the fourth week of classes.

b. An Outline and Status Report on the progress of the e-Commerce Research Project must be submitted to the professor during the eighth week of classes (note that this submission will be factored into the student’s Mid Term Grade).

c. The final e-Commerce Research Project is due to be submitted to the professor during the final week of classes.

The professor will remind students of these dates during the course of the semester. Please take this schedule seriously. Each submission will be responded to with comments and suggestions from the professor. In addition, the professor may be able to provide students with additional research materials helpful to the research and project development process.

The parameters outlined above are the minimum and students are encouraged to be as free and creative as possible in their final project. The basic expectation is that students will show the professor that they understand the theoretical and practical issues of e-Commerce business strategies and activities as applied in the fashion industry and that students can apply them in manner that is consistent with what they have learned in class.

INFORMATION LITERACY STATEMENT:

Information Literacy is a valuable set of skills that empowers students to become agile information seekers who adapt to changing modes of information delivery and are selective, critical, ethical users of information in all formats. These skills are embedded within course work throughout academic programs.

ATRIUM LEARNING CENTER (Located in Room: ALC AG 18):

Any student needing help will find an array of services such as study skills training; support for reading and writing skills; and assistance with mathematics, oral communication and computer applications. Both peer and faculty tutors are available for assistance. The Academic Learning Center offers academic assistance to all students through the use of services including tutoring, workshops and access to

computer-based programs. For further information, please visit the Academic Learning Center on campus and on Blackboard.

CUNY's Academic Integrity Policy: *Academic dishonesty is prohibited in The City University of New York.*

Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion.

Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

Plagiarism is the act of presenting another person's ideas, research or writings as your own.

Internet Plagiarism includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and "cutting and pasting" from various sources without proper attribution.

For a more detailed explanation, you can find the full Academic Integrity Policy here:

http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf

COMPLIANCE WITH AMERICAN DISABILITIES ACT:

Any student who seeks a reasonable accommodation of a disability with respect to an academic matter should obtain a CUNY City Tech College Request for Accommodation of Disability Form, as soon as the need becomes apparent, from one of the ADA Coordinators. The ADA Coordinators can be reached in person or by phone at:

Room A-237 Student Support Services.

Phone # 1.718. 260.5143

Fax: # 1.718. 254-8539

SCHEDULE OF TOPICS

Week	Topic	Read for Class
Week 1	Introduction to Electronic Commerce	Textbook: Chapter 1
Week 2	Technology Infrastructure: The Internet and The World Wide Web	Textbook: Chapter 2

Week 3	Selling on the Web: Revenue Models and Building a Web Presence	Textbook: Chapter 3
Week 4	Proposals for the e-Commerce Research Project	Supplemental Readings and an e-Firm Internet Research Project to Select a Fashion Industry Web Site for Weekly Analysis and Commentary
Week 5	Marketing on The Web	Textbook: Chapter 4
Week 6	Business-to-Business Activities: Improving Efficiency and Reducing Costs	Textbook: Chapter 5
Week 7	Social Networking, Mobile Commerce, and Online Auctions	Textbook: Chapter 6
Week 8	Mid Term Examination and Outlines for the e-Commerce Research Project	
Week 9	The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues	Textbook: Chapter 7
Week 10	Web Server Hardware and Software.	Textbook: Chapter 8
Week 11	Electronic Commerce Software	Textbook: Chapter 9
Week 12	Electronic Commerce Security	Textbook: Chapter 10
Week 13	Payment Systems for Electronic Commerce	Textbook: Chapter 11
Week 14	Planning for Electronic Commerce	Textbook: Chapter 12
Week 15	The Final Examination and the e-Commerce Research Projects	