Office Hours: Tuesdays 5 to 6 pm. and others by appointment. Any time I am in my office you may call or stop by to ask any questions pertaining to the class. Please call 334-4984 (you can leave a message if I am not there) or e-mail me if you wish to set a specific appointment. Call me at home in case of an emergency. My home phone number is 336-286-9933.

Required Materials:

The author’s slides are available online at
http://jws-edcv.wiley.com/college/bcs/redesign/instructor/resource/0,12264, 0471443778_BKS_1629___1789__,00.html

Recommended Articles: Most of these articles are available online through the Jackson Library. Links will be provided on BlackBoard (BB). This only a partial list, more articles will be added on BB.

2. E-commercializing business operations, Xinping Shi, Philip C. Wright, February 2003 Communications of the ACM, Volume 46 Issue 2
11. Adding clicks to bricks; Tim Eduard; Consulting to Management, Burlingame; Dec 2001; Vol. 12, Iss. 4; pg. 10, 14 pgs
12. Driving E-business excellence; Anitesh Barua; MIT Sloan Management Review, Cambridge; Fall 2001; Vol. 43, Iss. 1; pg. 36, 9 pgs
13. E-business from the front line of a 140-year-old brick and mortar company; Bob Toy; Transportation Journal, Lock Haven; Summer 2001; Vol. 40, Iss. 4; pg. 27, 7 pgs.
14. Strategy and the Internet; *Michael E Porter*; Harvard Business Review, Boston; Mar 2001; Vol. 79, Iss. 3; pg. 63
Description:
Businesses across the world are recognizing the need for developing appropriate Internet strategies to stay competitive. Although many Internet business ventures have closed their businesses and the results of e-biz success is mixed, many business people, government officials, and academic researchers argue that ecommerce will become a permanent and important part of the Internet landscape. This course provides the strategic essentials of what a manager needs to know in order to manage and lead an e-Commerce or e-Business (EB) initiative. An understanding of the skills, business concepts, strategic opportunities, and social issues that surround the emergence of EC/EB will be provided. In this course the students will develop an understanding of the current practices and opportunities in electronic publishing, electronic shopping, electronic distribution, and electronic collaboration. We may also explore problems surrounding EC/EB such as security-authentication and privacy-encryption.

Objectives:
At the end of this course, students will:
• understand the history and development of EC/EB
• have a general understanding of the Internet and related technologies
• understand current and future obstacles for EC/EB
• be able to analyze the organizational fit between strategy and technology
• understand current trends in the use of Internet for commerce and other purposes, and
• be able to specify the development of EC/EB capabilities in a company

Additional Topics and Emphasis
• Moderate coverage of technology issues, developments, and applications.
• Moderate coverage of international issues, ethical issues, and legal and regulatory matters.
• Little or light coverage of political, diversity, and environmental issues.
• Heavy coverage of writing skills and use of internet for research.
• Heavy coverage of oral presentation skills.
• Heavy emphasis upon teamwork and interpersonal skills especially as related to the group project.

Attendance:
Class attendance is required...as attendance is expected in business! Much of what we will do in this class will involve student discussion. You cannot participate and learn from this discussion if you do not attend. Plan to arrive on time and stay the entire period. As many of you may have full time jobs, I will try to work with you on any professional conflicts. However, extended absences or leaving class after the break without appropriate notice will affect your course grade.

Student Profile Form:
You should complete a student profile information form distributed in class and return this to the instructor by the end of the first class session. The data you provide on this form are essential to
the instructor in assessing your performance and providing individualized advice during the semester.

**Group Projects - Teamwork and Continuous Improvement**

Students should form study groups of about 3-4 students. This not only will become your team for any group assignment but will also be useful in preparing for exams. In your group, quiz each other to explain and give examples of topics we discuss in class. Some of the material we cover will seem "obvious" but, in fact, is much more complicated than it appears. Each group member must be a full participant and contributor! Select your team member based on skills and experience. Students will serve on the same group throughout the semester.

The individual grade on group projects will be based on your participation in the group assignments. Peer evaluations will be required of all students during the semester. The instructor will use the information provided on these evaluations to assist in determining your individual grade. If it is determined that a group member’s participation on a specific group project is such that the member does not deserve to receive the group grade, the instructor reserves the right to give different a different grade to that member.

**Performance Evaluation:**

All students are required to follow the provisions of the UNCG Academic Integrity Policy in completing course work. If you do not know provisions of the Integrity Policy make time to study it. Note: exams will be returned for review but will be kept by the instructor.

All individual assignments and all group assignments must be done by only you or your group, respectively. Individuals should not work on assignments together. Individuals or groups may seek the general advice of others (any student or faculty), but at no time should a student or group seek or accept the answer to an assignment exercise from anyone else. A single failure to follow this policy will result in a grade of 0 on that assignment; subsequent violations of this policy will result in a grade of F for the course.

Tentatively, it is planned that course grades will be based upon:

**Individual assignments:**

- Article/reading summary: 15 points
- In class exam: 100 points
- Participation+Class/Bulletin Board Discussions: 10 points
- Case analysis and summary: 25 points

**Total individual points:** 150

**Group assignments:**

- Group project (You can choose either a term paper or business plan): 100 points

The grade scale is based upon percent of points earned on each item and is as follows:

- 93-100% = A
- 90-93% = A-
- 87-89% = B+
- 80-82% = B-
- 77-79% = C+
- 73-76% = C
- 70-72% = C-
- 60-62% = D-
- 67-69% = D+
- Below 60 = F
Keep a record of all points possible and earned on each item. This will make it easy for you to determine your exact grade status throughout the course.

**Electronic Mail and Computer Accounts:**
You should check your email regularly as I may send out frequent messages and you will be responsible for any information or announcements contained in the email messages.

**Assignments:**
All assignments are due at the beginning of class. Assignments turned in after class starts will be counted as late and will be assessed a grading penalty. Assignments submitted after the due date may not be accepted but, if they are, there will be a minimum of a 15% reduction for each day late. Each assignment must be printed (use a PC, wordprocessor and laser printer). Use software features to check spelling and grammar. However, DO NOT assume that the software will catch all errors. Please proofread your work carefully. Also, please use single spacing, 12 point pitch and one inch side margins. Spelling, sentence structure and grammar errors will reduce your grade. Be sure to cover all assignment parts. Use headings for each part.

Details of all assignments will be posted on BlackBoard.

**Tentative Class Schedule**
I expect the schedule given here will be close to what we follow. However, it may be necessary to spend more time on some topics which could change our plans. If changes are needed, I will tell you of changed due dates during class and an updated course calendar will be posted on the course web page.

<table>
<thead>
<tr>
<th>Date/Meeting #</th>
<th>Pre-class Readings (only a partial list of articles are listed, I will provide the complete list once students signup for it)</th>
<th>During Class Activities</th>
<th>Assignments to be completed prior to class (unless specified)</th>
</tr>
</thead>
</table>
| 8/19, T Meeting 1 | Text Chapter 1 | • Introduction. Discussion of course objectives, assignments, policies, etc.  
• Class Pictures  
• Overview of EC/EB - definition, potentials, internet history, types, purposes, advantages. Forces fueling EC/EB, some statistics on EC/EB  
• Writing Business Plans | 1. Complete profile form  
2. Form Teams |
| 8/26, T Meeting 2 | Text Chapter 2, 7, 8, 9 Lecture Notes/ Handouts  
- "The Ten Deadly Mistakes of Wanna-Dot," By: RM. Kanter  
- Strategy and the Internet; Michael E Porter  
B2C EC - Issues  
e-Biz Strategy  
e-Market Place B2B | Submit Project choice  
Article  
Discussions begin |
<table>
<thead>
<tr>
<th>Date/Meeting #</th>
<th>Pre-class Readings (only a partial list of articles are listed, I will provide the complete list once students signup for it)</th>
<th>During Class Activities</th>
<th>Assignments to be completed prior to class (unless specified)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/9, T Meeting 4</td>
<td>Text Chapter 11, 10 Lecture Notes • Putting the customers first; Patty Enrado • <a href="http://www.interforum.org/publications/howto/howto.php">Real Time Interaction Management</a> • Adding clicks to bricks; Tim Eduard</td>
<td>Implementation Measuring Success Managing Websites - Web site management skills and techniques. Demo of CoastMaster</td>
<td>Case analysis 2</td>
</tr>
<tr>
<td>9/16, T Meeting 5</td>
<td>Text Chapters 13, 14 Lecture Notes/ Handouts Transborder data flows in the Internet era: Privacy or control?; Demetri Tsanacas; American Business Review, West Haven; Jun 2001; Vol. 19, Iss. 2; pg. 50, 7 pgs</td>
<td>The ethical, legal, and regulatory environment of ecommerce Cultural/Global Issues</td>
<td>Case analysis 3</td>
</tr>
<tr>
<td>9/30, T Meeting 7</td>
<td></td>
<td>Project Presentations - 15 minutes each</td>
<td>Project Report Due</td>
</tr>
<tr>
<td>10/7, T Meeting 8</td>
<td></td>
<td>In class exam</td>
<td></td>
</tr>
</tbody>
</table>

- Each student will submit a one page summary of the article on the day of their discussion.
- Details of Cases will be handed out in class

Time limit for each article discussion: 5 minutes

**IMPORTANT:** We will cover some technical terms throughout the class and you will encounter many terms in your readings. If you come across information technology terms you do not.
understand I suggest you explore the web site: whatis.com. If the term is not explained there please be sure to ask for clarification in class.

Other Useful Web Sites (more links posted with assigned readings on the course web page)

**Statement of Students’ Rights and Responsibilities**

As a student in my class you have explicit rights and responsibilities. Your full understanding and acceptance of the following rights and responsibilities can lead to more effective learning and more productive use of our time together.

**You have the right to expect:**

1. Your professor to be prepared for each class, to start class promptly at the designated time and to end class at the designated time.
2. Your professor to teach all scheduled classes or arrange for a qualified substitute if it is necessary to miss class because of illness or University approved commitments.
3. Clear statements of course expectations, policies, testing and grading practices and student performance.
4. Your professor to hold a reasonable number of office hours to discuss assignments or to assist you with course matters.
5. Knowledgeable assistance from your professor regarding class assignments and course content.
6. Professional behaviors reflecting equitable treatment, ethical practices and respect for your rights.
7. Opportunities to challenge ideas and defend your beliefs in a professional manner.
8. To be challenged to grow both academically and professionally.
9. Information regarding career opportunities related to ISM programs.
10. Your professor to abide by University policies.
11. Fairness and clarity in evaluation of your performance.
12. Adequate opportunity to appeal any perceived violations of the above rights.

**You have specific responsibilities to:**

1. Plan your study and work schedule appropriately to allow sufficient time to do quality class work. I suggest you devote at least 4 hours per class period to this class.
2. Arrive at each class on time and prepared to discuss assigned readings and participate in discussions.
3. Complete assignments by due dates and submit quality work.
4. Understand and follow course policies as explained in class and in the syllabus.
5. Commit yourself to grow both academically and professionally.
6. Work effectively and cooperatively as a team member on group projects if so assigned.
7. Practice ethical behaviors and display respect for rights of others.
8. Contact your instructor and discuss circumstances which may prevent acceptable performance and to make such contact on a timely basis.
9. Fully understand and abide by the UNCG Academic Integrity Policy and other University policies relating to student conduct.
10. Report observed violations of the UNCG Academic Integrity Policy.