THE OHIO STATE UNIVERSITY

Instructor:

Name: David G. Trimm, MEng, ACGI
Department: Accounting and MIS
Email: trimm.7 @osu.edu
Office Hours: Wednesdays 11am to 1pm; Mason Hall 231

Class Meeting Schedule:

Tuesdays and Thursdays, 2:20-3:40pm Schoenbaum Hall 205

Course Description:

Electronic Commerce (eCommerce) is worth a staggering $6.3 trillion in the US alone (nearly one third of the size of US GDP), but in 1995 is was practically zero. This growth has come with tectonic shifts in companies, markets and consumer behavior, and the pace of change is set to continue.

If you are entering the world of business this year or next then you'll need a broad understanding of the business models, underlying technologies and social and legal impact of eCommerce, whether you plan on working directly with technology or not. This course provides that introduction.

There are four broad _sections_ to the course:
(i)   Business models for eCommerce. What they are, when they work and when they do not.
(ii)   The technology underpinning eCommerce – including web and app platforms, payments and cyber-security, ad-tech and social-media marketing.
(iii)   The impacts of eCommerce and its implications – including personal privacy, security, ethics, politics and how both the marketplace and the workplace are changing as a result.
(iv)   Putting it all together – real examples of eCommerce at work – retailing, services, social networks, online content and media.

Throughout the course, we'll use case studies of real companies and technologies – those that have been successful and those which have not. We'll examine real-life examples drawing on my personal experiences and (hopefully) those of some guests.

Course Learning Outcomes:

By the end of this course, you should successfully be able to:

- Understand and describe the different business and revenue models of both Business to Business (B2B) and Business to Consumer (B2C) eCommerce and the circumstances under which each of them is most applicable.

- Understand and describe the different technologies which underpin the eCommerce revolution and why they are important.

- Articulate the major issues at stake as eCommerce grows, including ethical, privacy, legal and societal considerations, and be able to describe the choices and trade-offs which have to be made as a result.

- Understand and explain in detail the specifics of a chosen specialized area of eCommerce as an outcome of the group project.

How This Course Works:

Mode of delivery: The course will be taught live and in-person. There is no online option.

Pace of activities: This course is divided into **weekly modules** that are released one week ahead of time. Students are expected to keep pace with weekly deadlines but may schedule their efforts freely within that time frame.

Credit hours and work expectations: This is a **3-credit-hour course**. According to Ohio State policy, students should expect around an average of 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example).

Attendance and participation requirements: This course will be delivered via the following mechanisms:

I. Each module of the course will be presented at the scheduled class time, and, as there is credit for attendance and participation, this will be recorded using TopHat.

II. There will also be an entirely optional weekly "office hours" session (Wednesday 11am to 1pm) during which additional questions can be asked.

III. Additional individual meetings with the lecturer can be arranged and will probably be held "virtually".

IV. There is a group project which will require you to work as part of a team of four or five members. The teams will be automatically assigned: it's a great opportunity to meet and work with people who you haven't worked with before.

V. All members of the team will generally receive the same grade, *though I reserve the right to modify individual grades in cases where a team member has clearly not participated at the required level in his/her team's efforts*.

VI. The group project will require a brief presentation by each team "live". This isn't a presentation skills class, so the grading will be primarily based on the quality of the thinking behind the content. However, it is an opportunity for you to practice and develop those all-important presentation skills, and I'll provide specific feedback to help you. We'll get the projects going after section (i) of the course has been covered, but presentation will be at the back end of the semester and submission won't be until Semester-end *for all project teams*.

VII. Extra credit – there will be no extra credit assignments.

VIII. We'll use Carmen throughout for communication and submission. Please do not be late on submissions; the required timing will always be clear (that's down to me) but will typically be 11:59 on the day the assignment is due. Points will be lost if submissions are late, up to and including the entire grade for the assignment

IX. All submissions (Assignments, Project Reports, Discussion Board posts, the Mid-Term and Final) will be subject to a plagiarism check using TurnItIn

General expectations for those Joining this class: While the textbook will be used as a guiding structure for the course topics, we'll spend a lot of time discussing other materials in class: expect to participate actively in class discussion. The lectures are not a repeat of materials in the book, but rather use the book as a baseline – other materials, including press articles, will form part of the preparation for our class time together, and will probably feature in mid-terms and finals: it *will* be important that you're familiar with the relevant content for each session.

Course Materials:

Required: E-commerce 2023: Business, Technology and Society (17th edition) by Kenneth C. Laudon & Carol Guercio Traver; and my lecture notes. This text is available in hard copy and eBook format. Whilst the hard copy book can probably be purchased at Barnes and Noble on High Street or online, there's also an interactive eText or a print rental, both of which can be purchased from the publisher immediately via www.pearson.com. The publisher tells me that "the eText option will be the most compelling option for students and works great on an iPad".

Recommended: We will also be using articles from The Economist magazine. Set up a free account at www.economist.com to be able to access up to 3 free full articles each week

Course technology:

For help with your password, university email, Carmen, or any other technology issues, questions, or requests, contact the Ohio State IT Service Desk. Standard support hours are available at ocio.osu.edu/help/hours, and support for urgent issues is available 24/7.

- **Self-Service and Chat support:** ocio.osu.edu/help
- **Phone:** 614-688-4357(HELP)
- **Email:** servicedesk@osu.edu
- **TDD:** 614-688-8743

Baseline technical skills and equipment for this course
- Basic computer, email and web-browsing skills
- Navigating Carmen: for questions about specific functionality, see the Canvas Student Guide.
- TopHat
- A means of accessing Carmen will be required. A Mac (OS X at a current supported version) or PC (Windows 10 or later) are certainly acceptable. While it may be possible to complete the course using an iPad, this is not guaranteed.
- Other: a mobile device (smartphone or tablet) to use for BuckeyePass authentication and to register TopHat attendance.

Required software
- Microsoft Office 365: All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program. Full instructions for downloading and installation can be found at go.osu.edu/office365help.

Carmen access
You will need to use BuckeyePass multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:
- Register multiple devices in case something happens to your primary device. Visit the BuckeyePass - Adding a Device help article for step-by-step instructions.
- Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click **Enter a Passcode** and then click the **Text me new codes** button that appears. This will text you ten passcodes good for 365 days that can each be used once.
- Download the Duo Mobile application to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options will meet the needs of your situation, you can contact the IT Service Desk at 614-688-4357 (HELP) and IT support staff will work out a solution with you.

Grading and Evaluation:

Graded assignments may come in three forms, and students should note the expectations for each in the descriptions of our class assignments below.

- **Independent Work (⚲):** Strictly non-collaborative, original-individual work. You may discuss this assignment only with your instructor. Discussions with other individuals, either in person or electronically, are strictly prohibited.
- **Collaboration Required (⚲):** An explicit expectation for collaboration among students either in-class or outside (i.e. group work).
- **Optional-Collaboration (⚲):** Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one's original and individual creation.

Course Element	Points / Weight	Assignment Type
Class Attendance, participation and (if used) quizzes	20%	⚲
Assignments	20%	⚲
Group Project	20%	⚲
Exams (take-home format)	40%	⚲
MAXIMUM COURSE POINTS	100%	

Course Assignments:

- Assignments are designed to develop and demonstrate your understanding of, and critical thinking associated with, the material. This will be part of the points awarded for the class, so you'll need to complete them and submit them. All assignments (including the mid-term and final exams) will be in the form of short-answer essays, with approximately a week to complete them. There are no multiple-choice assignments.
- Rubric – each assignment (and the exams, and the project) will have a rubric attached to it in Carmen which should clearly show you what I'm looking for in grading the papers: PLEASE READ THEM!
- Formatting – Times New Roman, 12pt, double-spaced on everything please. A small amount of credit on each submission is for clear formatting.

Grading Scale:

- We're following the OSU Standard Grading Scale (percentages). A = 93-100, A- = 90-92.9, B+ = 87-89.9, B = 83-86.9, B- = 80-82.9, C+ = 77-79.9, C = 73-76.9, C- = 70-72.9, D+ = 67-69.9, D = 63-66.9, D- = 60-62.9, F = below 60.

Tentative Course Schedule:

Module (Week)	Topics	Assignments
1 (8/24)	Introduction to E-commerce	
2 (8/31)	E-commerce Business Models and Concepts	
3 (9/7)	E-commerce Infrastructure: The Internet, Web, and Mobile Platform	Assignment 1
4 (9/14)	Building an E-commerce Presence: Websites, Mobile Sites, and Apps	
5 (9/21)	E-commerce Security and Payment Systems	
6 (9/28)	E-commerce Marketing and Advertising Concepts	
7 (10/5)	Social, Mobile, and Local Marketing	Project Selections Due
(10/12)	Mid-term Assignment – no lectures	Mid-term
8 (10/19)	Ethical, Social, and Political Issues in E-commerce	
9 (10/26)	Online Retail and Services	
10 (11/2)	Online Content and Media	Assignment 2 Available Nov 3rd, due Nov 12th
11 (11/9)	Social Networks, Auctions, and Portals B2B E-commerce	
(11/16)	Project Presentations	Project Presentations from Groups 1, 2, 3 & 4
(11/23)	Thanksgiving Break	No Lectures
(11/30)	Project Presentations	Groups 5, 6, 7, 8 presentations
(12/7)	Project Presentations (Tues only)	Groups 9 & 10 presentations Final Exam Assignment

Academic integrity:

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct (https://trustees.osu.edu/bylaws-and-rules/code) and this syllabus may constitute Academic Misconduct (https://oaa.osu.edu/academic-integrity-and-misconduct)

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: Any activity that tends to compromise the academic integrity of the University or subvert the educational process. Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Disability Services:

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue

Safety and health requirements:

All teaching staff and students are required to comply with and stay up to date on all University safety and health guidance, which includes wearing a face mask in any indoor space and maintaining a safe physical distance at all times. Non-compliance will be warned first, and disciplinary actions will be taken for repeated offenses.

Grievances and Solving Problems:

According to University Policies, if you have a problem with this class, you should seek to resolve the grievance concerning a grade or academic practice by speaking first with the instructor or professor. Then, if necessary, take your case to the department chairperson, associate dean for programs in the college, and to the provost, in that order. Specific procedures are outlined in Faculty Rule 3335-7-23. Grievances against graduate, research, and teaching assistants should be submitted first to the supervising instructor, then to the chairperson of the assistant's department

Copyright: