

Xavier University

Exhibit

Management Information Systems Syllabi

Management Information Systems

9-1-1999

INFO 958 Business on the Internet

Anne Abate
abate@xavier.edu

Follow this and additional works at: https://www.exhibit.xavier.edu/management_information_systems_syllabi

Recommended Citation

Abate, Anne, "INFO 958 Business on the Internet" (1999). *Management Information Systems Syllabi*. 841. https://www.exhibit.xavier.edu/management_information_systems_syllabi/841

This Restricted-Access Syllabus is brought to you for free and open access by the Management Information Systems at Exhibit. It has been accepted for inclusion in Management Information Systems Syllabi by an authorized administrator of Exhibit. For more information, please contact exhibit@xavier.edu.

**Business on the Internet
INFO 958
Fall 1999
Tuesdays, 6:00 to 8:30 pm**

Instructor: Anne K. Abate, Ph.D.

Office Hours: Tuesdays, 5-6 pm	Email: abate@xavier.xu.edu
Wednesdays, 10 am-noon	Office: Schott 113
Thursdays, 5-6 pm	Phone: 745-3236 (w), 530-9874 (h)
Or by appointment	Fax: 745-4383

Course Description:

Electronic commerce is an essential element for most modern businesses. From using the World Wide Web as a marketing tool, to hosting a business online, electronic commerce in some form is common. The Internet has emerged as the dominant communications medium for electronic commerce. This course will study all aspects of electronic commerce including the structure, organization, and use of the Internet as a means of conducting business. An emphasis will be placed on evaluating, organizing, and developing efficient models of electronic transactions.

Required Textbooks:

Treese, G. Winfield and Stewart, Lawrence C. (1998). *Designing Systems for Internet Commerce*. Addison-Wesley. ISBN: 0201571676.

Meyer, Christopher and Davis, Stan. (1998). *Blur: The Speed of Change in the Connected Economy*. Perseus Press. ISBN: 0201339870.

Optional Textbooks (not available in the bookstore):

Kalakota, Ravi and Whinston, Andrew B. (1996). *Electronic Commerce: A Manager's Guide*. Reading, MA: Addison-Wesley. ISBN: 0201880679.

Shapiro, Carl and Varian, Hal R. (1999). *Information Rules: A Strategic Guide to the Network Economy*. Boston, MA: Harvard Business School Press. ISBN: 087584863X.

Exit Competencies:

By the completion of the course, the student will be able to:

- **Explain the developing relationship between computers, communications, and economics in society.
- **Describe the key enabling technologies of electronic commerce.
- **Designate the important historical developments which have built the current electronic commerce economy.
- **Demonstrate team skills through working with fellow students on class projects.
- **Understand the essential elements of successful electronic businesses and provide examples of businesses implementing these elements.
- **Demonstrate an understanding of the business and organizational strategies required to create successful online businesses.
- **Recognize and evaluate the future challenges of electronic commerce.
- **Utilize electronic resources which attempt to assist online businesses.
- **Use analytical skills to research in the literature the diverse topics related to electronic commerce as well as produce stimulating material in the completion of all assignments.

Deliverables at a Glance:

Participation

Discussion Points from the Readings

Assignments

Group Case Presentation and Materials

Current Electronic Commerce Issues Research (2 articles with abstracts)

Final Project OR Final Exam

***Extra Credit: Summary of Listserv Developments

Deliverables in Detail:

Participation: Class participation is important in this type of course. You must be prepared to participate in every class. Part of participation is completing the assigned readings before the start of class. Participation in each group case presentation will also contribute to the in-class participation requirement. Share your knowledge.

Discussion Points from the Readings: As a further preparation for the in-class discussions, for each reading assignment please jot down a couple of questions that come to your mind. These can be your own questions about the reading, alternative approaches you would suggest, things you would like to discuss with the class. Two or more questions or thoughts are required for each reading assignment. These may be handwritten and thus they are to be handed in *before* each class. Please make a copy for yourself if necessary.

Assignments:

Assignment One:

Review an online business. Locate a business without a physical location. Prepare an 4-5 page report chronicling the history of the business. Include evidence from the literature, as well as what you can learn from their online presence.

Assignment Two:

Reading Requirement for Assignment -- Please read Meyer and Davis, Blur.

A. As per the question posed at the end of Blur, please prepare an 2-3 page report detailing the best example of Blurring you have seen. Describe why this example fits with the theme. Include references to the literature to support your case. This can be an example from real life (your own work experience) or something you make up from reading.

Assignment Three:

Just as electronic businesses are springing up all over, so are the resources to be used as a guide to conducting business online. Identify several resources for electronic commerce. These can be sites provided by the government, various agencies or associations, or private enterprise. Select one of these resources to explore in depth. Prepare an 2-3 page report detailing this resource. Compare this resource to traditional services available to businesses by using references to the business literature. Highlight the reasons your selected resource is aimed at electronic commerce. Please be prepared to discuss and possibly demonstrate your selected resource during classes following the due date.

Assignment Four:

Purchase something online. Select a product to purchase online. Compare your online and "normal" sources and purchasing options for this product. In detail, describe your selected online source for the product. (You do not need to complete the transaction unless that is your wish. You may go as far as you like.) In a total of 4-5 pages, describe the experience and relate it to what you have read and learned so far in the course. Please be prepared to share your experience during classes following the due date.

Assignment Five (This assignment can be performed in teams of two or three):

Write a business plan for an electronic business. Incorporate all elements you have learned so far in the course. Your complete plan should be 8-10 pages in length, and should include a product description, intended audience, marketing strategies, and pricing information. Some class time will be available throughout the course to work together on the team project. Prepare a brief presentation on your business plan to present to the class during the last four weeks of the term. Your presentation should be between 10 and 15 minutes in length and should highlight your business and the unique aspects that make it an electronic business.

Current Electronic Commerce Issues Research: In order to become more involved with the literature of electronic commerce, two articles will be required on current issues dealing with electronic commerce on the Internet. A copy of the article along with a one page abstract of the article are to be submitted. The due dates can be found on the attached class schedule. The selected articles must be at least three pages of text. Article abstract guidelines are as follows: Abstracts must be one-page, single-spaced.

Abstract articles of your choice on any topic related to business on the Internet. Sources include general business periodicals (*Business Week, Fortune, Forbes, Inc., CIO Magazine, Industry Week, etc.*), technology periodicals (*PC Week, BYTE, Datamation, Online, Computerworld, Internet World, Internet Magazine, etc.*), industry periodicals (*Modern Materials Handling, ABA Banking Journal, Restaurant Business, Insurance & Technology, etc.*) academic journals (*Harvard Business Review, etc.*) Articles may be found on the Internet but must be the equivalent of three printed pages of text and must be credible, reliable sources. If you are uncertain of the credibility of an Internet source, please clear it with me first. I will let you know if it measures up. *All articles must be published within the last six months.* Include a copy of the article stapled behind the abstract. The abstract should highlight the main point of the article and discuss the key issues and conclusions. The last paragraph should be your own reaction to the article including its value and relation to your own organization.

Article abstracts will be graded on *content, clarity, grammar, spelling, and readability.* The selection of the article to abstract will also be considered in grading. These articles and abstracts will not be returned, so please make a copy for yourself if you wish to retain the article or abstract.

Final Project OR Final Take-Home Essay Exam: For the final project you may select either a project about a particular business on the Internet, or a take-home essay exam. Format for the final project will be provided later in the course. The take-home exam or project will be due at (or about) the final meeting of the course.

*****Extra Credit: Summary of Listserv Development:** An important element of this course is developing your awareness of the issues of electronic commerce. One of the best sources of information on late-breaking developments Internet discussion lists and newsletters. In order to enhance your enjoyment of this course, I recommend that you subscribe to one of these discussion lists or newsletters. To earn the extra credit, you may subscribe to a list, read the issues as they come out, then briefly summarize one of the important developments announced or tracked over the weeks of the course. This assignment may be turned in at any time, but must be handed in at least by the end of the term. Although the extra credit points are over and above the 100 point total to fulfill the requirements of the course, I highly encourage you to subscribe and bring what you learn into the class discussions. Even if you don't think you will need the extra credit, I suggest that it may make a difference to your enjoyment of the course. You may subscribe to any list you find to be informative and on the topic. I only ask that you provide me with the address so that I may subscribe as well. Here are a few suggestions:

Buzz (A monthly email update from CommerceNet). Send subscribe request to buzz-request@lists.commerce.net.

E-payments (Discussion of Electronic Payment Business Issues). Send subscribe request to e-payments-request@lists.commerce.net.

Cyber Review (Twice per month). Subscribe at: <http://www.cyberm.com/CyberR.html>

Scout Report (Weekly list of sites for educators and researchers). Info available at:

[Http://scout.cs.wisc.edu](http://scout.cs.wisc.edu)

Grading:

Point totals will be distributed as follows:

Participation	10 points
Discussion Points from Readings	10 points
Assignments	
One	5 points
Two	5 points
Three	10 points
Four	10 points
Five	20 points
Current IS Issues Research (2 articles with abstracts)	10 points
Final Project OR Final Take-Home Essay Exam	20 points
***Extra Credit Assignment	Up to 5 points

A	95 to 100 points
A-	90 to 94 points
B+	87 to 89 points
B	84 to 86 points
B-	80 to 83 points
C+	77 to 79 points
C	73 to 76 points
C-	70 to 72 points

Note--Attendance is expected. More than two absences will result in an automatic lowering of your grade. If you must miss a class for any reason, you should let me know *in advance* so that some arrangement can be made to make up the work.

**INFO 958 - Tentative Schedule
(As of August 23, 1999)**

Class	Topic	Assigned Reading
August 24	Introduction to Course/Review of Syllabus Introductions/Discussion of Expectations	
August 31	Introduction to Electronic Commerce Today	IC Chapters 1 & 2
September 7	Definition of Electronic Commerce Technical Background	IC Chapters 5 & 6 Assignment One Due
September 14	Internet Business Strategy and Business Models Group Case	IC Chapters 3 & 4 Supplemental Reading
September 21	History and Use of the Internet The Web as the Killer App	IC Chapter 7 & 8
September 28	Building Blocks for Internet Commerce System Design	IC Chapter 9 & 10 Article One Due
October 5	Intranets/Extranets Electronic Data Interchange Midterm Prep in Class	Assignment Two Due
October 12	Midterm Exam in Class Creating Content Online Businesses	IC Chapter 11
October 19	Internet Marketing Group Case	Assignment Three Due Supplemental Reading
October 26	Electronic Payment Systems	IC Chapter 14 Article Two Due
November 2	Transaction Processing	IC Chapters 15 & 16
November 9	Blurring your Business	Assignment Four Due (Complete Blur by this day)
November 16	Security Issues	IC Chapters 12 & 13
November 23	Legal Issues Business Plan Presentations	Assignment Five Due (ALL)
November 30	Slush Topics Business Plan Presentations	
December 7	Future Directions of Electronic Commerce Business Plan Presentations	IC Chapters 17 & 18
December 14	Conclusions and Wrap-Up Final Exam Due	Extra Credit Due

Bibliography:

I have listed a number of items from my personal bookshelf that I have been using to prepare the materials for this course. You may want to utilize some of these as background or further sources.

Adam, Nabil R., et al. (1999). *Electronic Commerce: Technical, Business, and Legal Issues*. Prentice-Hall PTR.

Chesher, M. and Kaura, R. (1998). *Electronic Commerce and Business Communications*. Springer.

Davenport, Thomas H. (1997). *Information Ecology: Mastering the Information and Knowledge Environment*. Oxford University Press.

Davis, Stan. (1996). *Future Perfect*. Addison-Wesley.

Dyson, Esther. (1997) *Release 2.0: A Design for Living in the Digital Age*. Broadway Books.

Hafner, Katie and Lyon, Matthew. (1996). *Where Wizards Stay Up Late*. Simon & Schuster.

Hofacker, Charles F. (1999). *Internet Marketing*. Digital Springs.

Kalakota, Ravi and Whinston, Andrew B. (1996). *Frontiers of Electronic Commerce*. Addison-Wesley.

Kelly, Kevin. (1998). *New Rules of the New Economy: 10 Radical Strategies for a Connected World*.

Kosiur, David R. (1997). *Understanding Electronic Commerce*. Microsoft Press.

Maddox, Kate. (1998). *Web Commerce: Building a Digital Business*. John Wiley.

Negroponte, Nicholas. (1995). *Being Digital*. Vintage.

Martin, Chuck. (1999). *Net Future: The 7 Cyber Trends That Will Drive Your Business, Create New Wealth, and Define Your Future*. McGraw-Hill.

Treese, G. Winfield and Stewart, Lawrence C. (1998). *Designing Systems for Internet Commerce*. Addison-Wesley.

Turkle, Sherry. (1995). *Life on the Screen: Identity in the Age of the Internet*. Simon & Schuster.