

## **CIS 5380-115, CRN 60117, E-BUSINESS APPLICATION DEVELOPMENT**

Texas A&M University-Central Texas

### **INSTRUCTOR AND CONTACT INFORMATION**

**Instructor:** Dr. Ferdi Eruysal

**Office:** FH 323H

**Phone:** 254-519-5440

**Preferred Classroom Communication Method:** Canvas inbox

**Email:** ferdi.eruysal@tamuct.edu

#### **Office Hours:**

Monday, Wednesday 16.00-18.00.

Other days and times by appointment. I am available to see drop by students', but this semester, I would prefer that students take appointment before they come to see me.

#### **Mode of instruction and course access:**

This course meets regularly face-to-face on Monday and Wednesday, 18.00-21.00 at Founder's Hall 308. It also uses the A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com>] which will be our primary resource for the class information. You will use the canvas username and password communicated to you separately to logon to this system. The course syllabus, schedule, supplemental readings, class announcements, power point slides, learning modules and other course related documents will be posted on canvas. Each student is responsible for the posted material, and should check canvas at least daily for updates. The course outline in this syllabus shows the basic schedule for the semester.

#### **Student-instructor interaction:**

Please send all course related correspondence through canvas. Please use TAMUCT email only when canvas is not available (or for non-course related correspondence). I check email several times a day during the week and at least once during the weekends. I will attempt to respond within 24 hours and within 48 hours on Saturday through Sunday. Please do not hesitate to stop by my office during the scheduled office hours or contact me via phone / canvas messages or TAMUCT email, if there are any personal problems or challenges that are hindering your regular progress in the course.

#### **911 Cellular:**

Emergency Warning System for Texas A&M University – Central Texas

911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in 911 Cellular through their

myCT email account.

Connect at 911Cellular [<https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management>] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-related information, regardless of your location.

## **COURSE INFORMATION**

**Course Overview and description:** This course provides an in-depth knowledge of systematic approach to analyze digital markets. Upon completion of this course, students will be able to design and implement an e-business project integrating database, and scripting languages.

**Course Objective:**

**Student Learning Outcomes:**

1. Identify and describe the key components of e-business models.
2. Explain the key business concepts and strategies applicable to e-business.
3. Demonstrate the knowledge of issues as related to e-business activities
4. Recognize E-business opportunities and build business models for such opportunities.
5. Explain the process that should be followed in building an e-business Web site.
6. Describe how Internet and Web features and services support e-business.
7. Identify and describe the unique features of e-commerce technology and discuss their business significance.
8. Identify and understand the major considerations in choosing web server and e-business merchant server software.
9. Describe the key dimensions of e-business security and identify the key security threats in the e-business environment
10. Describe the different methods used to protect online privacy.
11. Explain the major e-payment mechanisms. Identify and describe the main technologies that support online marketing.
12. Integrate client/server databases into e-business application
13. Evaluate e-business applications

**Required Reading and Textbook(s):**

**Required Text:**

Laudon K., Traver C. G. E-Commerce 2018, 14th edition, ISBN- 978- 013483951X, Pearson

Hoisington C., Microsoft Visual Basic 2017 for Windows Applications: Introductory, First Edition, ISBN: 978-1337279208, Cengage Learning.

**Supplementary Material:** The course textbook will be supplemented with other materials including research papers readings, handouts, oral presentations, industry articles, videos, research paper readings, case studies, power point presentations etc.

**COURSE REQUIREMENTS**

**Reading Assignments:** All assigned chapters will be used as basis for class and/or canvas discussions. Students are expected to study the assigned readings before each class session.

**Quizzes:** There will be 5 quizzes. Each is worth 100 points. They are timed. Once you start the quiz, you have to submit your answers in a given time period.

**Team Project:** There will be one term project where student teams will simulate a business organization and complete an e-business application development project that incorporates database and Internet technologies. Teams will be determined by the end of Week 2.

**Research Paper:** Each student is required to write a major paper on a topic from this course that is of interest to you. Topics must be approved by the professor by the end of third week. This paper must be 12 to 15 pages in length (type written and double-spaced, 12 point font with 1 inch margins) excluding bibliography, table of contents, graphics, tabular or illustrative material. References should include current sources and must conform to APA or Chicago style. The paper is expected to meet graduate-level standards and be suitable for publication in a professional journal. References must be from peer reviewed journals only. Use of Wikipedia or the class text as a reference will cause a serious loss of points. References must include the published journal name and information, NOT a URL where paper was found.

**Grading Criteria Rubric and Conversion**

	Points		Percentage	Points	Grade
Quizzes	500		90.0-100%	900-1000	A
Project	300		80.0-89.9%	800-899	B
Research Paper	200		70.0-79.9%	700-799	C
			60.0-69.9%	600-699	D
			0-59.9%	0-599	F
<b>Total</b>	<b>1000</b>				

**Posting of Grades:**

- All student grades should be posted to canvas and students should monitor their grade status through this tool.

## COURSE OUTLINE AND CALENDAR

### Complete Course Calendar (Subject to Change)

Week	Date	Reading	Tasks
1	June 4-10	Laudon, Chapter 1,2,3	Quiz 1 is due on June 10 <sup>th</sup> , 2018
2	June 11-17	Laudon, Chapter 4,5,6	Quiz 2 is due on June 17 <sup>th</sup> , 2018
3	June 18-24	Laudon, Chapter 7,8	Quiz 3 is due on June 24 <sup>th</sup> , 2018
4	June 25 – July 1	Laudon, Chapter 9,10	Quiz 4 is due on July 1 <sup>st</sup> , 2018
5	July 2-8	Laudon, Chapter 11,12	Quiz 5 is due on July 8 <sup>th</sup> , 2018
6	July 9-15	Hoisington, Chapter 9	
7	July 16-22	Hoisington, Chapter 10	
8	July 22-27	Project	Research Paper and team project are due on July 27 <sup>th</sup> , 2018

**Grading:** Grades are not given; the student earns them. Rubrics are employed whenever possible to assure that the grading of an individual assignment is consistent. There are always disagreements about the grade given to a work product and a student's expectation; students are encouraged to make sound well-reasoned arguments as to why they should receive more points. Arguments that are not well-reasoned include:

- I need a better grade because I am on probation.
- I come from a good family.
- I will be deported.
- I will lose my scholarship.
- I think it is an A paper

### Instructor's Personal Statement

- Instructor reserves the right to modify the syllabus during the course of the semester for the benefit of the students.
- Instructor reserves the right to supplement the material presented in the text with addition material that may benefit the students by either providing additional information or a different point of view.
- Instructor expects that the students will act in a curious and professional manner in all interactions with other students and the instructor.
- Instructor reserves the right to modify grading rubrics. Changes to grading rubrics are

- only made to current and/or future assignments.
- Any changes made will be announced in class and posted on canvas.

## **TECHNOLOGY REQUIREMENTS AND SUPPORT**

### **Technology Requirements**

This course will use the A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com>].

### **Technology Support.**

For log-in problems, students should contact Help Desk Central.

24 hours a day, 7 days a week:

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

*Please let the support technician know you are an A&M-Central Texas student.*

For issues with **Canvas**, select “chat with Canvas support,” submit a support request to Canvas Tier 1, or call the Canvas support line: 1-844-757-0953, links to all are found inside of Canvas using the “Help” link.

For issues related to course content and requirements, contact your instructor.

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## **UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES**

### **Drop Policy.**

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [[https://www.tamuct.edu/registrar/docs/Drop\\_Request\\_Form.pdf](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf)].

Professors cannot drop students; this is always the responsibility of the student. The Registrar’s Office will provide a deadline on the University Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar’s Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar’s Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

### **Academic Integrity.**

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students

from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

### **Academic Accommodations.**

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the University's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://www.tamuct.edu/student-affairs/access-inclusion.html) webpage [https://www.tamuct.edu/student-affairs/access-inclusion.html].

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. For more information, please visit <https://www.tamuct.departments/index.php>. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines online](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf), please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

### **Tutoring.**

Tutoring is available to all A&M-Central Texas students, both on-campus and online. On-campus subjects tutored include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111. If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Larry Davis at [lmDavis@tamuct.edu](mailto:lmDavis@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in over forty subject areas. Access Tutor.com through Canvas.

### **The University Writing Center.**

Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 10am-5pm Monday-Thursday with satellite hours in the University Library on Mondays from 6:00-9:00pm. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WCOonline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) to schedule an online tutoring session. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu).

### **University Library.**

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other

events. For more information, please visit our [Library website](https://tamuct.libguides.com/) [https://tamuct.libguides.com/].

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#### **OPTIONAL POLICY STATEMENTS:**

##### **A Note about Sexual Violence at A&M-Central Texas**

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at A&M-Central Texas, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Counseling Services (254-501-5956) located on the second floor of Warrior Hall.

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/departments/compliance/titleix.php) [https://www.tamuct.edu/departments/compliance/titleix.php].

#### **INSTRUCTOR POLICIES.**

Makeup exams will be given only when extenuating circumstances are present. In particular, foreseeable conflicts with due dates (e.g., interviews, participation in sport activities, religious observances ...) must be brought to Prof. Eruyal's attention before the due date. You can have makeup ONLY when arrangements have been made PRIOR to the expiry date/time of exam.

#### **Copyright Notice.**

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

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