Informatics Syllabi   NJIT Syllabi

Fall 2019

IT 310-003: E-Commerce Technology

Ryan Tolboom

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Fall 2019 E-Commerce Syllabus
E Commerce
Course Syllabus
Instructor : Ryan Tolboom
Course : IT-310
Email: rxt1077@njit.edu

Academic Integrity

The NJIT Honor Code will be upheld at all times. The work you do and submit is expected to be the result of your effort only. You may discuss the high level (general) solution of a design problem, however, cooperation should not result in one or more student having possession of copied graphics, code, or any other project element created by another student. Any violations of the NJIT Honor code will be brought to the immediate attention of the Dean of Students.

Objective

This course will be an intensive exploration of the various models and methodologies used for engaging in business over digital platforms. We will take an in depth look at different business models for E-Commerce and explore the implementation and logistical concerns that surround each. Students will work on case studies of real world examples to research how the chosen model works, what the benefits and concerns are. A midterm and final project will challenge students to create a working proof of concept of a business that would utilize one of the models showcased in class.

Grading

- Case Studies: 20%
- Mid Term Exam : 20%
- Mid-Term Milestone : 20%
- Final Project : 20%
- Final Exam : 20%

Course Materials

- Text References: N/A
- Virtualization Software / Linux Machine / Windows Subsystem for Linux (VirtualBox seems to be the easiest)
- A Github Account

Additional Resources

The following web pages will be very helpful while working on projects:
- [Canvas](#) - Be sure your credentials are up to date
- [Stack Overflow](#)
- [Django Documentation](#)

Submission Criteria

Midterm and Final projects for the class must follow a set of submission guidelines to be eligible for grading. All projects must include the following:

- Project Proposal: Students will discuss their project with the instructor to make sure it meets the criteria required for the course. Projects will not be graded if students fails to meet with instructor.
- Github Submission: All project source files (python / javascript / HTML templates), configuration files (ini's, conf), and documentation need to be stored in a Git Repository. When your project is ready to be graded you will submit the clone URL.
- Final Demonstration - Students will be required to demonstrate the functionality of the project. Be prepared to discuss the mechanics of how the project was architected and set up. You will be asked why your business model was chosen and how it would be expected to provide a return.

Any projects that are submitted late will have a penalty of 1 percentage point (of its % worth) per day late.

Course Topics

Week 1: Introduction
Week 2: Online Retail
Week 3: Online Marketing
Week 4: Email Marketing
Week 5: Electronic Trade
Week 6: Business Intelligence
Week 7: Midterm Milestone
Week 8: Service Based Revenue Models
Week 9: Cloud Computing
Week 10: The Freemium Model
Week 11: Crowd Funding
Week 12: Intellectual Property

Week 13: Walled Gardens
Week 14: Social Media
Week 15: Final