Spring 2024

IT 310-002: E-Commerce Technology

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IT310: E-Commerce Technology
Spring 2024

Instructor: Dipesh Patel
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Class: T 02:30 PM to 03:50 PM KUPF 108
Office Location: TBA
Office Hours: M 09:00 AM to 12:00 PM
(via Zoom)

Course Description:

This course provides an introduction to the three major driving forces behind e-commerce to provide a coherent conceptual framework for understanding the field: technology change, business development, and social issues. Topics covered include: Technology Infrastructure for E-commerce; the Internet and WWW; Building and E-commerce web site; Security and Payment; Business Concepts and Social Issues; Online Retailing and Services; Online Content and Media; Social Networks, Auctions, and Portals; B2B E-Commerce Technology.

Number of Credit Hours:

3

Prerequisite or Co-requisite:

IT101

Materials Required:

Textbook:
1. E-Commerce Technology | 17th Edition | ISBN-13: 978-0-1379-2220-8
   by Kenneth Laudon & Carol Traver | Pearson

Software:
1. No additional software is required

Storage:
1. Some place to store files like Flash Drive, OneDrive, Google Drive, Box, etc.

Course Objectives:

At the end of this course the students will have a very good understanding of the modern Electronic Commerce technologies, the underlying e-commerce infrastructure, the business and legal aspects as well as designing and implementing an actual e-commerce website. The students will be able to design an e-commerce web site that has a SQL database back-end, a search module, a shopping cart, and a payment processing system.

Course Requirements:

This course is a hybrid course integrating both classroom lecture and lab for hand-on experience.

Exams:

There are two exams. I will notify you of the exam date at least one week before the exam is given. If you are not in class that day, it is your responsibility to find out when the exam will be given. If you miss the exam, your grade for that exam will be zero. **Makeup examinations are provided only under**

exceptional circumstances and the student has to notify me before the exam begins either by e-mail or in person that they will miss the exam.

Homework / Project Assignments:

Details of the homework assignments will be handed out or posted on Canvas. Assignments are to be submitted via Canvas. Homework assignments are to be completed individually by you. You may work in groups to complete the assignment, but each student must submit their own file. If you are having trouble with an assignment, please feel free to contact me or ask any student in the class. **Do not copy an assignment from another student and submit it as your own. If detected, you will get a zero for the assignment and reported to the Dean's office.** Every assignment must be completed and submitted via Canvas.

Late Assignment:

Approved assignments that are turned in late, will be subject to penalty as follows:
1. Homework - 10% reduction of the grade
2. Lab - 10% reduction of the grade
3. Project – 10% reduction of the grade
4. Quiz / Exam - 20% reduction of the grade
NOTE: The last day late assignments will be accepted the instructor is communicated via Canvas Announcements.

Academic Dishonesty:

Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: *http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf*

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at *dos@njit.edu*

Class Attendance:

Class attendance will be taken. However, it is your responsibility to find out about any lecture material, homework assignments and exams discussed in class. Attendance is highly correlated with good performance in the class, so attendance will be taken at each meeting.
Absences may be excused for athletics, religious holidays, illness, military obligation or family emergencies if you contact me before the missed class.

Typical Assignments:

Students will be assigned discussion/research topics. Homework will be assigned based on the cases discussed in class. Forum posts are assigned on a weekly basis. A comprehensive group project is assigned and involves a complete study of a digital crime, from the technology used to how the criminals were caught, what methods were used for surveillance, how the digital evidence was obtained and investigated, the prosecution and laws pertaining to that particular crime investigation.

Performance Evaluation:

The course grade would depend upon your performance on assignments and exams. The following is an allocation of weights:

Evaluation		Grading	
Attendance / Discussion / Participation	5%	A	A(90-100)
Homework Assignments	0%	B	B+(85-89), B(80-84)
Case Study	20%	C	C+(75-79), C(70-74)
Project Proposal	10%	D	D (60-69)
Team Project / Presentation	25%	F	59 or less
Written Exams (Midterm and Final)	40%		
Total	100%		

Tentative Class Schedule:

Week	Lecture	Activities / Dues
1	Introduction to the Course	
2	The Revolution Is Just Beginning	
3	E-Commerce Business Models and Concepts	
4	The E-Commerce Infrastructure (The Internet, Web, and Mobile Platform)	
5	Building an E-Commerce Presence (Websites, Mobile Sites, and Apps)	
6	E-Commerce Security and Payment Systems	
7	E-Commerce Marketing and Advertising Concepts	
8	Written Midterm Exam Social, Mobile, and Local Marketing	**Midterm Exam**
9	Spring Break	
10	Ethical, Social, and Political Issues in E-Commerce	
11	Online Retailing and Services	
12	Online Content and Media Delivery	
13	Social Networks, Auctions and Portals Integration	
14	B2B E-Commerce Supply Chain Management and Collaborative Commerce	
15	Presentations	**Project**
16	Written Final Exam	**Final Exam**
Note:	Chapters to cover on the indicated dates may vary according to each individual class.	

Optional Topics:

1. Development and integration with E-Commerce web sites of shopping carts and credit card payment systems