

MGSC 590
Information Systems Development
Course Syllabus for Spring 2008

Tue and Thu 2:00 p.m. - 3:15 p.m.
Room 463, College of Business Administration
<http://dmsweb.moore.sc.edu/mgsc590/>

Instructor: Dr. Mun Yi
Office: Room 725, College of Business Administration
Phone: 803-777-4351
E-mail: myi@moore.sc.edu
Homepage: <http://dmsweb.moore.sc.edu/myi/>
Office Hours: Tue & Thu 3:30 p.m. – 4:30 p.m.
or by appointment

Course Description

Electronic commerce (e-commerce) refers to online business processes and transactions between trading partners via telecommunications and other array of information technologies (IT). Although the concept of doing business electronically is not new, the advent of the Internet and the World Wide Web has opened up a new way to realize the full potential of e-commerce. This creates tremendous opportunities and challenges for business organizations and IT professionals. The primary purpose of this course is to introduce students to the fundamental concepts, business models, technical considerations, and design skills related to the development, implementation, and operation of e-commerce applications.

Course Objectives

Upon successful completion of this course, the student would be able to

- Understand the generic framework of e-commerce
- Understand e-commerce business models
- Understand various resources available for e-business
- Understand key design issues related to e-commerce application development
- Build e-commerce applications using contemporary Web design tools

Course Materials

- E-commerce: Business, Technology, Society (3rd edition), Laudon & Traver, Pearson, 2007, ISBN 0131735160.
- The HTML & ASP Handbook, Gary Richardson, Lulu.com, 2005, ISBN 1411658639.
- HTML and ASP handouts (will be distributed later before the topic is covered).

Grading

The final course grade will be determined as follows for undergraduates:

- Exam 50% (Mid-term: 20%, Final: 30%)
- Team Project 20%
- Individual Assignments 15%
- Class Participation 15% (Lab: 6%, Class: 9%)

The final course grade will be determined as follows for graduate students:

- Exam 50% (Mid-term: 20%, Final: 30%)
- Team Project 20%
- Individual Assignments 11%
- Technology Report 4%
- Class Participation 15% (Lab: 6%, Class: 9%)

Exams

Two exams will be given. *Absence from an exam will result in a grade of zero unless the exam is missed due to a verifiable illness or family emergency on the exam day and permission from the instructor has been obtained prior to the exam.*

Team Project

An important element of this course is to build an e-business, in a group of three to four members. Each team will choose its own members and submit a sign-up form (attached to the syllabus) by the due date specified in the class schedule. For this project, assume that you are starting an Internet company with your teammates. Each team will need to develop a business plan (initial and final report), construct the company's Web pages including its storefront, and make a formal presentation to the class. More specifically, the key components of the project and their grading weights are as follows:

- Initial Business Plan: 2%
- Final Business Plan: 5%
- Online Store Design: 8%
- Presentation: 5%

Details on each component's requirement will be posted on the class homepage later. Due dates of the project deliverables are specified in the class schedule.

For the online store design, each team will be provided with a space on an Internet server. Each team is required to present its project before the end of semester. Each team's presentation will be evaluated by the classmates and instructor.

Team members are expected to equally contribute to the project. At the end of semester, each team member will be asked to evaluate the contribution of other members in the group. The total team project score will be adjusted based on their peer evaluation scores.

Individual Assignments

There will be four individual assignments:

- Online Shopping Report
- Business Plan Critique
- Personal Homepage Design
- ASP Assignment

Because these are individual assignments, all your printouts and other outcomes submitted for these assignments must be out of your own work. Any student who violates this rule or who knowingly assists another to violate this rule shall be subject to academic discipline.

For the online shopping report, you will need to purchase an item over the Internet and report your online shopping experience.

Details on each individual assignment will be posted later on the class homepage. Due dates of the individual assignments are specified in the class schedule.

Technology Report (Required for Only Graduate Students)

Each graduate student is required to write a report on a topic related to e-commerce. The topic may be either technical or managerial. The report should be a well-written, highly-focused briefing that informs readers of the recent development in the e-commerce area. The report should not exceed 12 double-spaced pages exclusive of exhibits. Before the Mid-term Exam, each graduate student must submit a one-page proposal that describes the chosen topic. The report is due when the final team project is due.

Class Participation

Students are expected to study the assigned course readings for a given day before coming to class and actively participate in the class activities. During class, students may be asked to solve problems related to the assigned readings or called upon to discuss issues covered in the assigned readings. The quality of solving problems, answering questions, and discussing readings will significantly determine class participation credit. In addition, criteria for the credit include attendance, punctuality, and attitude toward learning. Tardiness disrupts the flow of class activities and often leads to having to repeat announcements or instructions. **STUDENTS WILL NOT BE ALLOWED TO ENTER THE CLASSROOM 15 MINUTES AFTER THE BEGINNING OF CLASS.** Entering and leaving the room during class similarly distracts both students and instructor and conveys a disregard for the material being discussed. Those students who are not paying attention to the class material may be asked to leave the classroom. During class, I encourage you to engage in critical thinking, to challenge ideas without showing disrespect for others' ideas. Please use judgment when raising issues in class - do not waste the class's time on a personal matter - instead see the instructor one-on-one. Effective participation has much more to do with the quality than with the quantity of your interaction. In other words, those who attempt to dominate air time for its own sake without contributing to the advancement of the discussion will not be rewarded for it. Those students who severely interrupt with or disrupt normal course activity will be

awarded no participation points. Please note that you are required to turn off your mobile phone before the class starts.

Attendance will be taken regularly. The instructor can take attendance by calling out student names or by requesting students to sign the attendance sheet. It is the student's responsibility to respond to the roll call or sign the attendance sheet. A student who arrives after the attendance call should see the instructor after the class period to change the attendance record. Students who are not in the classroom for the entire class period will be marked absent. The attendance records will be used as part of class participation credit. There will be several computer lab sessions. It is vital that students attend the lab sessions and complete the assigned exercises. The exercises are designed to provide hands-on opportunities and reinforce class materials. The assigned exercises will be graded and will be used as part of the class participation score. **PER USC POLICY, IF YOUR ATTENDANCE FALLS BELOW 75%, YOUR INSTRUCTOR MUST GIVE YOU AN "F" FOR THE COURSE REGARDLESS OF YOUR EARNED GRADE.**

Final Grade

Final letter grades are *not* determined according to a "curve" that specifies in advance the proportion of people to receive each grade. Instead, letter grades are determined according to the percentage of possible credit achieved by each student, computed by adding together the individual grading component scores. The cutoff points to assign letter grades are typically as follows:

A:	90 or higher
B+:	86 or higher but lower than 90
B:	80 or higher but lower than 86
C+:	76 or higher but lower than 80
C:	70 or higher but lower than 76
D+:	66 or higher but lower than 70
D:	60 or higher but lower than 66
F:	lower than 60

Class Policies

Lecture Notes

Lecture notes of this course will be available from the class homepage before the lecture. The lecture notes will be posted in the PowerPoint slide format as well as in the Rich Text Format.

Academic Misconduct

University of South Carolina Honor Code:

It is the responsibility of every student at the University of South Carolina Columbia to adhere steadfastly to truthfulness and to avoid dishonesty, fraud, or deceit of any type in connection with any academic program. Any student who violates this Honor Code or who knowingly assists another to violate this Honor Code shall be subject to discipline.

Students are expected to uphold the school's standard of conduct related to academic honesty. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity is that a student's submitted work, examinations, reports, and projects must be that of the student's own work. You shall be guilty of violating the honor code if you:

1. Represent the work of others as your own.
2. Use or obtain unauthorized assistance in any academic work.
3. Give unauthorized assistance to other students.
4. Modify, without instructor approval, an examination, paper, record, or report for the purpose of obtaining additional credit.
5. Misrepresent the content of submitted work.

The penalty for violating the school's honor code is severe. Any student violating the honor code is subject to receive a failing grade for the course and will be reported to the Office of Student Affairs. If a student is unclear about whether a particular situation may constitute an honor code violation, the student should meet with the instructor to discuss the situation. For this class, it is permissible to assist classmates in general discussions of computing techniques. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned homework and laboratory exercises. Students may not "work together" on graded assignments except for the team project. For the team project, only the team members in the same team are allowed to work together. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own. If you need help on an assignment, contact your instructor, the syllabus, or online materials, not other classmates.

Accommodation for Students with Disabilities

In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to "reasonable accommodations." Please notify the instructor during the first week of class of any accommodations needed for the course.

Final Note

On a final note, if you have any concerns or problems during the course, feel free to contact me. I will attempt to resolve them to the best of my ability. You can see me during my office hours or call me at my office (777-4351) to set up an appointment. You can also get a response to a quick question or concern via e-mail (myi@moore.sc.edu).

Class Schedule

Week	Date	Topic	Reading	Note
1	Jan. 15	Class Orientation		
	Jan. 17	Introduction to E-commerce	EC Ch. 1	
2	Jan. 22	E-commerce Infrastructure	EC Ch. 3	
	Jan. 24	E-commerce Infrastructure	EC Ch. 3	
3	Jan. 29	Building an E-business	EC Ch. 2, 4	Team Sign-up Form due (Tue)
	Jan. 31	Introduction to Web Programming	HA Ch. 1-2	
4	Feb. 5	Introduction to Web Programming	HA Ch. 4-5	Business Plan Critique due (Tue)
	Feb. 7	Computer Lab I		
5	Feb. 12	HTML Tables	HA Ch. 3	Online Shopping Report due (Thu)
	Feb. 14	HTML Tables	HA Ch. 3	
6	Feb. 19	Internet Security	EC Ch. 5	
	Feb. 21	Internet Security	EC Ch. 5	
7	Feb. 26	Mid-term Exam		
	Feb. 28	Exam Review		
8	Mar. 4	E-commerce Payment Systems	EC Ch. 6	Initial Business Plan due (Thu)
	Mar. 6	HTML Forms and Frames	HA Ch. 6, 7, 14	
9	Mar. 11	Spring Break – No Class		
	Mar. 13	Spring Break – No Class		
10	Mar. 18	HTML Forms and Frames	HA Ch. 6, 7, 14	
	Mar. 20	Computer Lab II		
11	Mar. 25	ASP Basics	HA Ch. 8, 13	Home Page Design due (Tue)
	Mar. 27	ASP Basics	HA Ch. 8, 13	
12	Apr. 1	ASP and Database	HA Ch. 9-11	
	Apr. 3	ASP and Database	HA Ch. 9-11	
13	Apr. 8	ASP and Database	HA Ch. 9-11	
	Apr. 10	Computer Lab III		
14	Apr. 15	ASP Application Examples	ASP Handout	ASP Assignment due (Thu)
	Apr. 17	E-commerce Marketing	EC Ch. 7, 8	
15	Apr. 22	E-commerce Marketing	EC Ch. 7, 8	Final Business Plan due (Thu)
	Apr. 24	Group Presentation		
16	May 3	Final Exam (9:00 a.m.)		

Note. EC = Laudon & Traver's E-commerce book; HA = Richardson's HTML & ASP Handbook
This schedule is tentative. It provides a general plan for the course; deviations may be necessary depending on the class progress.

Team Sign-up Form

As specified in the syllabus, students are required to work together to complete the course project. Each team can have 3 to 5 members. Each team must submit this sign-up form by Jan. 29, 2008 (Tue). Only one copy per team needs to be submitted. Note that it is not allowed to change the team membership until the project is completed once the team is formed. However, it is possible for a team to fire its member if the remaining members all agree. In that case, the team needs to contact the instructor and resubmit this form excluding the fired member. The fired student will then have to work individually. Once Initial Business Plan is submitted, it is not allowed to fire a member.

Team Name: _____

Student Name	Email Address	Phone Number	Signature