McLennan COMMUNITY COLLEGE

WACO, TEXAS

COURSE SYLLABUS

AND

INSTRUCTOR PLAN

INTERNET COMMERCE

IMED 2309 87

SHANE CURINGTON, MS, BAS, AAS, AA

THIS IS A 16-WEEK, INTERNET COURSE

COVID 19 Notice:

McLennan Community College is committed to providing you with every resource you need to reach your academic goals including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website on any changes to these guidelines.

Instructor Information:

Shane Curington, MS, BAS, AAS, AA

- MCC Email: scurington@mclennan.edu
- Office Phone Number: 254-299-8223
- Office Location: Business Technology Building (BTB) 110
- Office/Teacher Conference Hours: M-TH 11:00 am to 12:30 pm, M 2:00 pm to 5:00 pm
- Teaching Experience: Temple College FA2008-SP2018, Univ Mary Hardin-Baylor FA2014-SP2020, McLennan Community College FA2020-Present
- Credentials: DBA Information Systems (Current), MS Information Systems, BAS Computer Science, AAS Computer Applications, AA General Studies

Course Description:

Gives an overview of the Internet as a marketing and sales tool with emphasis on developing a prototype for electronic commerce. Topics include database technology, creating websites to collect information, performing online transactions, and generating dynamic content. 3 Semester Hours

Prerequisites and/or Corequisites:

Prerequisites: COSC 1301 or BCIS 1305 or equivalent intro to computer course with consent of instructor; basic Web design skills suggested.

Course Objectives and/or Competencies:

Upon successful completion of this course, a student should be able to identify business needs in electronic commerce and provide a solution from a marketing and technological perspective.

Course Outline or Schedule:

Subject to Change

Week #	Start Date	Topic
1	8/23	Syllabus and Introduction
2	8/30	Ch 1 The Revolution Is Just Beginning
3	9/6	Ch 2 E-commerce Business Models and Concepts
4	9/13	Ch 3 Building an E-Commerce Presence
5	9/20	Ch 4 E-Commerce Security and Payment Systems

Week #	Start Date	Topic
6	9/27	Ch 5 E-Commerce Business Strategies
7	10/4	Ch 6 E-Commerce Marketing and Advertising
8	10/11	Ch 7 Social, Mobile and Local Marketing
9	10/18	Ch 8 Ethics and Laws
10	10/25	Ch 9 Online Media
11	11/1	Ch 10 Online Communities
12	11/8	Ch 11 E-Commerce Retail and Services
13	11/15	Ch 12 B2B E-Commerce Assign Project
14	11/22	Thanksgiving
15	11/29	Project
16	12/6	Final Exam

View important college dates here: https://www.mclennan.edu/events/index.html

**Important calendar items:

Course Grading Information:

Final Grades are not rounded; you receive what you earn

Grade Category	
Attendance/Participation	10%
Homework/Quizzes	20%
Projects/Labs	30%
Exams/Final	40%

Grading Scale	
90-100	A
80-89.9	B
70-79.9	C
60-69.9	D
0-59.9	F

Course Notes and Instructor Recommendations:

This course is focused primarily on student performance in completing assignments. Do not fall behind as it will be difficult to recover.

Required Text & Materials:

- Textbook: E-Commerce 2019, 15TH Edition
  Author: Laudon
  ISBN: 9780134998459
- MCC Bookstore Website: http://www.mclennan.edu/bookstore
- Computer: PC based laptop or desktop computer that meets MCC minimum specifications
- Portable Hard Drive or Thumb Drive with a minimum 32 GB capacity

Minimum Technical Skills:

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

Backup Plan for Technology:

In the event MCC's technology systems are down, you will be contacted/notified through your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Syllabus/Instructor Plan, unless otherwise noted by the instructor.

Minimum System Requirements to Utilize MCC's D2L|Brightspace:

https://www.mclennan.edu/center-for-teaching-and-learning/Faculty%20and%20Staff%20Commons/requirements.html

Click on the link above for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

Email Policy:

https://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf

McLennan Community College would like to remind you of the policy regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails.

All assignments must be uploaded to the course management system to receive a grade. Do not email assignments to the instructor unless directed as assignments emailed to the instructor will not be graded.

All communication regarding this course will be through the course management system or university email. You need to check the course management system and your email at least twice each day, once before class and once in the evening.

General response time for email is 24 hours Monday through Friday. The instructor(s) may or may not answer email on weekends or holidays.

Email on Mobile Devices:

The College recommends that you set up your mobile device to receive McLennan emails.

Forwarding Emails:

You may forward the emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may become lost or placed in junk or spam filters. Emails lost or placed in junk mail or caught by spam filters may adversely affect your grade as they may contain pertinent information concerning assignments, exams, or other course assessment activities.

Methods of Teaching and Learning:

Students are expected to have read all assigned readings before coming to class or lab. Student progress will be assessed through exercises, homework, online discussions, projects, group work, or exams.

All submitted assignments must be typed (if applicable) as handwritten work will not be accepted.

The exams may include multiple choice, fill-in the blank, short answer, discussion, and problem-solving questions that focus on concept and application. You are responsible for all material in the required textbook chapters and any additional readings as well as any information from class lectures, labs, and assignments. All material covered in class or assigned as homework is fair game for inclusion in an exam.

For work done in teams, each team member may be asked to complete an evaluation of their teammates' contribution to the team assignments. If a team member is not contributing sufficiently, their grade for the team assignment will be reduced accordingly.

Late Work, Attendance, and Make Up Work Policies:

All assignments are due on the day they are due. Assignments received after the due date may be assessed a penalty of ten percent (10%) per week in which they are late and may not be submitted one (1) week after the due date unless approved by the instructor. Students are responsible for all assignments even if they are absent on the due date.

Online discussions are designed to mimic class discussion on a topic and failure to complete a discussion by the due date will result in an automatic zero for the discussion as that is equivalent to missing a class discussion.

Make-up exams, quizzes and other assignments are only allowed in the event of a college excused absence or as otherwise scheduled with the instructor. It is the student's responsibility to inform the instructor beforehand, or in the event of an emergency, immediately afterward, so that other arrangements can be made. The student must initiate scheduling any make-up exams, quizzes, or any other assignments with the instructor. Exams, quizzes, or other assignment will be assigned an automatic zero (0) unless they are scheduled with the instructor for completion later.

Students who fail to submit any graded assessments for two (2) consecutive weeks, will be dropped from the course.

Student Behavioral Expectations or Conduct Policy:

Students are expected to maintain classroom decorum that includes respect for other students and the instructor, prompt and regular attendance, and an attitude that seeks to take full advantage of the education opportunity.

You are encouraged and expected to ask questions and to interact with the instructor regarding relevant issues. However, personal conversations and "chatter" not related to the course will not be tolerated as this practice is very distracting and rude to your fellow students as well as to the instructor.

Students are expected to have reading assignments completed before class or lab.

Turn off cell phones, pagers, or other mobile communication devices when class or lab starts.

Student Responsibility:

All students will be treated as adults, which means you are ultimately responsible for your education. Please take note of the following:

- The course instructor(s) may not remind you when assignments are due.
- The course instructor(s) may not request you attend class or lab.
- The course instructor(s) may not tell you what is on an exam. Any material in the book or covered in class or lab is fair game for inclusion in an exam.
- The course instructor(s) expect you to plan accordingly.

However, the instructor will also be the biggest advocate for you in your educational journey.

MCC Academic Integrity Statement:

https://www.mclennan.edu/academic-integrity

The link above will provide you with information about academic integrity, dishonesty, and cheating.

While collaboration between students is welcome to facilitate learning, each student's work must be their own. Representing another student's work as your own will result in a zero (0) for the assignment and possible "F" for the course.

MCC Attendance/Absences Policy:

https://www.mclennan.edu/highlander-guide/policies.html

Click on the link above for the college policies on attendance and absences.

Students are expected to be punctual and attend all scheduled class or lab sessions.

Students are responsible for all class or lab work, assignment due dates, and other information given during any regularly scheduled class or lab periods. Students are also responsible for obtaining assignments, instructions, class notes and any other material that was missed due to tardiness or absence, from other students.

Students who are absent from class or lab for a college excused event may make-up exams, quizzes, and other assignments within one week of the excused absence or as scheduled with the instructor.

Students are expected to arrive to class and/or lab on time and to remain in the classroom for the duration of the class or lab. Leaving and re-entering the room after class or lab has started is distracting both to the students and to the instructor.

Students who have missed 25% of the cumulative scheduled classes for the semester or have been absent for two (2) consecutive weeks, will be dropped from the course.

Accommodations/ADA Statement:

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. Instructors should not provide accommodations unless approved by the Accommodations Coordinator.

For additional information, please visit https://www.mclennan.edu/disability

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

- disabilities@mclennan.edu
- 254-299-8122
- Room 319, Student Services Center

Student Support/Resources:

https://www.mclennan.edu/campus-resource-guide

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at the web address listed above.

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources, we encourage you to contact a success coach by calling (254) 299-8226. Students can visit the Completion Center Monday-Friday from 8:00 a.m.-5:00 p.m. to meet with a success coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) is open 12:00 p.m.-1:00 p.m., Monday-Friday, without an appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

MCC Foundation Emergency Grant Fund:

https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to the above web address to find out more about the emergency grant.

The application can be found here:
https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf

Title IX:

https://www.mclennan.edu/titleix

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at titleix@mclennan.edu or by calling Dr. Drew Canham (Vice President for Student Success) at 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC by calling 299-8210. The MCC Student Counseling Center is a confidential resource for students.

Any student or employee may report sexual harassment anonymously by visiting the following website:
http://www.lighthouse-services.com/mclennan/

McLennan's Title IX webpage contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence or domestic violence.

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Instructional Uses of Email:
Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

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Disclaimer:

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.