

# McLennan C O M M U N I T Y C O L L E G E

WACO, TEXAS

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## **COURSE SYLLABUS AND INSTRUCTOR PLAN**

**Internet Commerce**

**IMED 2309.87**

**Dr. Becky Sue Parton**

**Note: This course is a 16 week internet (online) 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 at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

**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.

**Instructor Information:**

Instructor Name: Dr. Becky Sue Parton

MCC Email: [rparton@mclennan.edu](mailto:rparton@mclennan.edu)

Office Phone Number: 254-299-8269

Office Location: Business Technology 113

Office/Teacher Conference Hours:

Mondays 3:30-5:30 PM

Tuesdays 10:30-11:30 AM

Wednesdays 10:30-11:30 AM & 2:00 – 3:30 PM

Thursdays 10:30 – 11:30 AM

Or by appointment

**Required Text & Materials:**

- Textbook: E-Commerce 2021, 16<sup>TH</sup> Edition  
Author: Laudon  
ISBN: 9780136931720
- 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
- Access to Brightspace.

**Methods of Teaching and Learning:**

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

**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.

**Late Work, Attendance, and Make Up Work Policies:**

*Assignments are to be submitted on time. If you have an extenuating circumstance, please communicate with me (in advance whenever possible) and we will work out a solution. That solution will often involve a point deduction so it is in your best interest to submit on time.*

**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 participation, and an attitude that seeks to take full advantage of the education opportunity. As an adult, you are responsible for your education though I am here to support you!*

**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.

I generally respond to email within 24 hours Monday-Friday. If you email on the weekend or a holiday, it will likely be the following business day before I reply.

**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. It is pretty simple – don't cheat – it only hurts you in the long run anyway.

**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.

**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](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](mailto: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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**Course Grading Information:**

Grade Category	Details	Percentage
Participation	<ul style="list-style-type: none"><li>- Intro Discussion Post</li><li>- Syllabus agreement</li><li>- Reflection Poll</li></ul>	10%
Quizzes	12 chapter quizzes (open book)	30%
Projects	9 Papers & Activities: <ul style="list-style-type: none"><li>- E-commerce in the future</li><li>- Amazon case study</li><li>- E-commerce attacks</li><li>- Social marketing [discussion]</li><li>- Facebook case study</li><li>- Disney case study</li><li>- Challenges of E-commerce</li><li>- Practice Final Exam</li><li>- Implementation [discussion]</li></ul>	40%
Final Exam	Comprehensive	20%

**Grade Scale:**

90 – 100 = A




80 – 89.9 = B

70 – 79.9 = C

60 – 69.9 = D


0 – 59.9 = F

**Proposed Class Schedule (Subject to Change!):**

Week #	Class Date	Chapter Topic	What's Due!
1	Jan. 9	Syllabus	1/11 – Syllabus Agreement 1/15 – Introduction Post
2 	Jan. 16	Ch. 1 – The Revolution is Just Beginning	1/22 – Ch. 1 Quiz 1/29 – Paper: E-Commerce in Future
3	Jan. 23	Ch. 2 – E-commerce Business Models and Concepts	1/29 – Ch. 2 Quiz
4	Jan. 30	Ch. 3 – E-commerce Infrastructure	2/5 – Ch. 3 Quiz 2/12 – Paper: Amazon Case Study
5	Feb. 6	Ch. 4 – Building an E-commerce Presence	2/12 – Ch. 4 Quiz
6 	Feb. 13	Ch. 5 – E-commerce Security and Payment Systems	2/19 – Ch. 5 Quiz 2/26 – Paper: E-Commerce Attacks
7 	Feb. 20	Ch. 6 – E-commerce Marketing and Advertising Concepts	2/26 – Ch. 6 Quiz 2/26 & 3/5 – Social Marketing Discussion Note: Original post due ahead of replies
8	Feb. 27	Ch. 7 – Social, Mobile, and Local Markets	3/5 – Ch. 7 Quiz
SPRING BREAK			
9	March 13	Ch. 8 – Ethical, Social, and Political Issues in E-commerce	3/19 – Ch. 8 Quiz 3/26 – Paper: Facebook Case Study
10	March 20	Ch. 9 – Online Retail & Services	3/26 – Ch. 9 Quiz
11	March 27	Ch. 10 – Online Content & Media	4/2 – Ch. 10 Quiz 4/16 – Paper: Disney Case Study

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12 	April 3	Ch. 11 Social Networks, Auctions, and Portals	4/16 – Ch. 11 Quiz (extension b/c Easter)
13	April 10	Ch. 12 B2B E-Commerce: Supply Chain Management	4/16 – Ch. 12 Quiz 4/23 – <a href="#">Paper: Challenges of e-Commerce</a>
14	April 17	Additional Readings TBD	4/23 & 4/30 – <a href="#">Implementation Discussion</a> <a href="#">Note: Original post due ahead of replies</a>
15	April 24	Review	4/30 – Reflection Poll 4/30 – <a href="#">Practice Final</a>
16	May 1		5/2 – <b>Final Exam DUE</b>



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Updated 11/04/2022

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## **ACADEMIC RESOURCES/POLICIES**

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8122  
Room 319, Student Services Center

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Go to McLennan's Title IX webpage at [www.mclennan.edu/titleix/](http://www.mclennan.edu/titleix/). It 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.

**Student Support/Resources:**

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 <http://www.mclennan.edu/campus-resource-guide/>

Academic Support and Tutoring is here to help students with all their course-related needs. Specializing in one-on-one tutoring, developing study skills, and effectively writing essays. Academic Support and Tutoring can be found in the Library and main floor of the Learning Commons. This service is available to students in person or through Zoom from 7:30 am - 6:00 pm Monday through Thursday and 7:30 am - 5:00 pm on Friday. You can contact the Academic Support and Tutoring team via Zoom (<https://mclennan.zoom.us/j/2542998500>) or email ([ast@mclennan.edu](mailto:ast@mclennan.edu)) during the above mentioned times.

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources or want to explore strategies for balancing life and school, we encourage you to contact either MCC CREW – Campus Resources Education Web by calling (254) 299-8561 or by emailing [crew@mclennan.edu](mailto:crew@mclennan.edu) or a Success Coach by calling (254) 299-8226 or emailing [SuccessCoach@mclennan.edu](mailto:SuccessCoach@mclennan.edu). Both are located in the Completion Center located on the second floor of the Student Services Center (SSC) which is open Monday-Friday from 8 a.m.-5 p.m.

Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff. To schedule an appointment, go to [https://mclennan.co1.qualtrics.com/jfe/form/SV\\_07byXd7eB8iTqJg](https://mclennan.co1.qualtrics.com/jfe/form/SV_07byXd7eB8iTqJg). Both the Completion Center and Paulanne's Pantry are located on the second floor of the Student Services Center (SSC).

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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 <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html> to find out more about the emergency grant. The application can be found at [https://www.mclennan.edu/foundation/docs/Emergency\\_Grant\\_Application.pdf](https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf).

**MCC Academic Integrity Statement:**

Go to [www.mclennan.edu/academic-integrity](http://www.mclennan.edu/academic-integrity) for information about academic integrity, dishonesty, and cheating.

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

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-andStaffCommons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

**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 notified via your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

**Email Policy:**

McLennan Community College would like to remind you of the policy (<http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>) 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. For more information about your student email account, go to [www.mclennan.edu/studentemail](http://www.mclennan.edu/studentemail).

**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.

**Email on Mobile Devices:**

The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email [Helpdesk@mclennan.edu](mailto:Helpdesk@mclennan.edu) for help.

You can find help on the McLennan website about connecting your McLennan email account to your mobile device:

- [Email Setup for iPhones and iPads](#)
- [Email Setup for Androids](#)

**Forwarding Emails:**

You may forward 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 be lost or placed in junk or spam filters.

For more helpful information about technology at MCC, go to [MCC's Tech Support Cheat Sheet](#) or email [helpdesk@mclennan.edu](mailto:helpdesk@mclennan.edu).

**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.