

Syllabus for ISM623/MBA657, e-Business Strategy
Spring, 2007, 6.30 pm. - 9.20 pm. R, Bryan 204
Lakshmi Iyer, Bryan 482, 334-4984; E-mail: lsiyer@uncg.edu

Office Hours: TR 10 to 12.00 pm and others by appointment.

Any time I am in my office you may call or stop by to ask any questions pertaining to the class. Please call 334-4984 (you can leave a message if I am not there) or e-mail me if you wish to set a specific appointment. Call me at home in case of an emergency. My home phone number is 336-286-9933.

Prerequisite: ISM 601 and MBA 602 or permission of Program Director.

Required Materials:

Text: On-line free text - "Managing the Digital Enterprise," provided by Dr. Michael Rappa, NCSU. It can be accessed at <http://www.digitalenterprise.org/index.html>.

Please refer to the tentative course schedule in this syllabus for readings required for each class meeting. **Not all material provided in the online text is required.** Other additional readings will be available on BlackBoard (login to BB and choose combined course – ISM623/MBA657).

Other related texts:

Here are some other relevant texts that cover eBusiness topics:

- e-Business: Organizational and Technical Foundations by Michael P. Papazoglou and Pieter Ribbers, John Wiley & Sons, 2006.
- E-Commerce: Business, Technology, Society (3rd Edition) by Kenneth Laudon and Carol Traver, Prentice Hall, 2006.
- Electronic Commerce: A Managerial Perspective (4th Edition) by Efraim Turban, Dave King, Jae Kyu Lee, and Dennis Viehland, Prentice Hall, 2006.

Description:

Businesses across the world are recognizing the need for developing appropriate Internet strategies to stay competitive. Although many Internet business ventures have closed their businesses and the results of e-biz success is mixed, many business people, government officials, and academic researchers argue that ecommerce will become a permanent and important part of the Internet landscape. This course provides the strategic essentials of what a manager needs to know in order to manage and lead an e-Commerce (EC) or e-Business (EB) initiative. An understanding of the skills, business concepts, strategic opportunities, and social issues that surround the emergence of EC/EB will be provided. Students will develop an understanding of the current practices and opportunities in electronic publishing, electronic shopping, electronic distribution, and electronic collaboration. We will also explore problems surrounding EC/EB such as security and privacy.

Objectives:

At the end of this course, students will:

- discuss the history and development of EC/EB.
- analyze Internet related technologies
- develop a business plan for an e-business venture
- identify current and future obstacles for EC/EB
- analyze the organizational fit between strategy and technology
- identify current trends in the use of Internet for commerce and other purposes, and
- specify the development of EC/EB capabilities in a company

Additional Topics and Emphasis

- Moderate coverage of technology issues, developments, and applications.
- Moderate coverage of international issues, ethical issues, and legal and regulatory matters.
- Little or light coverage of political, diversity, and environmental issues.
- Heavy coverage of writing skills and use of internet for research.
- Heavy coverage of oral presentation skills.
- Heavy emphasis upon teamwork and interpersonal skills especially as related to the group project.

Attendance:

Class attendance is required...as attendance is expected in business! Much of what we will do in this class will involve student discussion. You cannot participate and learn from this discussion if you do not attend. Plan to arrive on time and stay the entire period. As many of you may have full time jobs, I will try to work with you on any professional conflicts. However, extended absences or leaving class after the break without appropriate notice will affect your course grade.

Student Profile Form:

You should complete a student profile information form and return this to the instructor by the end of the first class session. The data you provide on this form are essential to the instructor in assessing your performance and providing individualized advice during the semester.

Performance Evaluation:

All students are required to follow the provisions of the UNCG Academic Integrity Policy in completing course work. If you do not know provisions of the Integrity Policy make time to study it. Note: exams will be returned for review but will be kept by the instructor.

All individual assignments must be done by only you or your group, respectively. Individuals should not work on assignments together. Individuals or groups may seek the general advice of others (any student or faculty), but at no time should a student or group seek or accept the answer to an assignment exercise from anyone else. A single failure to follow this policy will result in a grade of 0 on that assignment; subsequent violations of this policy will result in a grade of F for the course. Tentatively, it is planned that course grades will be based upon:

Individual assignments (items 1 to 4 below):

- | | |
|---|-----------|
| 1. In class exam | 75 points |
| 2. Class Participation /Article Discussions | 15 points |
| 3. Case analysis (choose one) | 20 points |
| 4. Individual Assignment (A or B) | 20 points |

Group Paper (work in pairs, choose one option from BB) 50 points

The grade scale is based upon percent of points earned on each item and is as follows:

93-100%=A 90-93%=A- 87-89%=B+ 83-86%=B 80-82%=B- 77-79%=C+
73-76%=C 70-72%=C- Below 70%=F

Keep a record of all points possible and earned on each item. This will make it easy for you to determine your exact grade status throughout the course.

Electronic Mail and Computer Accounts:

You should check your email regularly as I may send out frequent messages and you will be responsible for any information or announcements contained in the email messages.

Assignments:

All assignments are **due at the beginning of class**. Assignments turned in after class starts will be counted as **late** and will be assessed a grading penalty. Assignments submitted after the due date **may not be accepted** but, if they are, there will be a minimum of a 20% reduction for each day late. Also, any assignment that requires rework will be assessed at least 20% penalty.

Each assignment must be printed (use a PC, word processor and laser printer). Use software features to check spelling and grammar. However, **DO NOT** assume that the software will catch all errors. Please proofread your work carefully. **Spelling, sentence structure and grammar errors will reduce your grade.** Be sure to cover all assignment parts. Use appropriate sub-headings for each part.

Details of all assignments will be posted on BlackBoard.

Tentative Class Schedule

http://baefac.uncg.edu/lsiyer/teaching/sp07/EB/tentative_class_schedule_EB_Strategy.htm

IMPORTANT: We will cover some technical terms throughout the class and you will encounter many terms in your readings. If you come across information technology terms you do not understand I suggest you explore the web site: www.whatis.com. If the term is not explained there please be sure to ask for clarification in class.

Other Useful Web Sites (more links posted with assigned readings on the course web page)

Statement of Students' Rights and Responsibilities

As a student in my class you have explicit rights and responsibilities. Your full understanding and acceptance of the following rights and responsibilities can lead to more effective learning and more productive use of our time together.

You have the right to expect:

1. Your professor to be prepared for each class, to start class promptly at the designated time and to end class at the designated time.
2. Your professor to teach all scheduled classes or arrange for a qualified substitute if it is necessary to miss class because of illness or University approved commitments.
3. Clear statements of course expectations, policies, testing and grading practices and student performance.
4. Your professor to hold a reasonable number of office hours to discuss assignments or to assist you with course matters.
5. Knowledgeable assistance from your professor regarding class assignments and course content.
6. Professional behaviors reflecting equitable treatment, ethical practices and respect for your rights.
7. Opportunities to challenge ideas and defend your beliefs in a professional manner.
8. To be challenged to grow both academically and professionally.
9. Information regarding career opportunities related to ISM programs.
10. Your professor to abide by University policies.
11. Fairness and clarity in evaluation of your performance.
12. Adequate opportunity to appeal any perceived violations of the above rights.

You have specific responsibilities to:

1. Plan your study and work schedule appropriately to allow sufficient time to do quality class work. I suggest you devote at least 4 hours per class period to this class.
2. Arrive at each class on time and prepared to discuss assigned readings and participate in discussions.
3. Complete assignments by due date and submit quality work.
4. Understand and follow course policies as explained in class and in the syllabus.
5. Commit yourself to grow both academically and professionally.
6. Work effectively and cooperatively as a team member on group projects if so assigned.
7. Practice ethical behaviors and display respect for rights of others.
8. Contact your instructor and discuss circumstances which may prevent acceptable performance and to make such contact on a timely basis.
9. Fully understand and abide by the UNCG Academic Integrity Policy and other University policies relating to student conduct.
10. Report observed violations of the UNCG Academic Integrity Policy.