

# E-COMMERCE AND E-BUSINESS PRINCIPLES AND TECHNOLOGIES

---

Nim Dvir

Syllabus last updated: July 17, 2019

## 1 COURSE INFORMATION

---

**Dates:** July 8-August 16 (6 weeks)

**Location and time:** Fully online (in Blackboard)

**Credits:** 3

**Prerequisites:** Junior or senior standing

**Instructor:** Nim Dvir, [ndvir@albany.edu](mailto:ndvir@albany.edu)

Read more about me on my university web page -- [albany.edu/~nd115232/](http://albany.edu/~nd115232/)

**Contact: Important** -- When emailing, please add [\[INF496\]](#) at the beginning of the subject to ensure a prompt reply.

## 2 COURSE DESCRIPTION

---

This course is an introduction to e-commerce and e-business, addressing the strategic aspects of conducting business online and the supportive technologies that make e-business work. The course reviews the market considerations, technical infrastructure and business impact surrounding the analysis and implementation of e-business. Students are exposed to a variety of resources, including relevant industry publications, case studies of existing e-businesses, and guest lectures from industry professionals.

To maximize the value for the students, the course focuses on (1) Job market preparation (2) Real-world applications and industry integration (3) Variety of resources, topics and experiences.

**During the course you will:**

- Explore innovative business models that take advantage of the latest technologies.
- Analyze how successful e-commerce leverage technology and business strategy to gain a competitive advantage in the market.
- Study marketing concepts such as value proposition of online advertising, campaign setup and management, measurement and optimization.
- Develop a business proposal for an original e-business.
- Receive a Google AdWords certification, a professional accreditation by Google that recognizes individuals as experts in online advertising.

### 3 COURSE STRUCTURE

---

The course includes five weekly modules. Each module starts on Monday and ends the following Sunday (except module 5, which ends on 8/16).

The weekly modules are:

- Week 1 – Introduction
- Week 2 - Business principles and strategies
- Week 3 - E-commerce technologies and platforms
- Week 4 – Digital marketing and design
- Week 5 - Trends and future directions

### 4 READINGS AND REQUIRED MATERIALS

---

There are no textbooks or purchased readings in this course. The course materials are primarily based on:

1. **Assigned Readings** – For each week/module, you will be assigned required and recommended online articles. They are all available for free.
2. **Weekly lecture slides (and videos)** - All slides will be posted on Blackboard before the start date of the relevant course module. Videos and guest speakers' lectures are also considered class material.

### 5 ASSIGNMENTS AND GRADING

---

The final grade has three components: module assignments (including mid-course project and a final project), weekly reading assessment tests (RATs) and completion of the Google AdWords certification.

#### 5.1 MODULE ASSIGNMENTS (45%)

Each module includes a relevant assignment (5 total). They are:

- **Assignment 1** – Introduction (5%)
- **Assignment 2** - Business proposals for analysis and development (5%)
- **Assignment 3 - E-business analysis )15%(** - In this mid-course project, students will take the role of business consultants and analyze an existing e-business. The analysis should highlight current issues and provide recommendations for future activities.
- **Assignment 4** – E-business investor pitch (5%)
- **Assignment 5 - E-Business development plan (15%)** - The final project for the course is a business plan for an original E-commerce business. The plan will integrate all the topics covered in the course including market analysis, business strategy, technological implementation (which technologies will be used and how they will contribute to success), content strategy, marketing plan, measurement tools and more.

All Assignments must be submitted through Blackboard by the end of each module (midnight) or by the listed due date. All the assignments' requirements and instructions will be thoroughly reviewed in the lecture slides. Final due dates will also be listed on the course slides.

## 5.2 RATs (45%)

Each module also includes a short reading assessment test (RAT) that covers the material from the readings and slides. The RATs are available through BlackBoard and are due by the end of each module. They are not limited in time but can only be submitted once.

## 5.3 GOOGLE ADWORDS CERTIFICATION (10%)

During the course, students will earn a Google AdWords certification in one of the offered areas (Search Advertising, Display Advertising, Mobile Advertising, Video Advertising, and Shopping Advertising). The certification should be submitted as a .pdf file by the end of the course. **Don't wait for the last minute!** For more information see slides on BlackBoard.

## 5.4 BONUS AND PARTICIPATION

I will offer up to 10 bonus points for students who wish to improve their final grade. Some ways to earn bonus points: An amazing final project, active participation in the online discussions, creating tutorials on cutting-edge e-commerce tools and techniques; And anything else that exceeds the scope of the course. Original ideas are very welcome, but make sure to approve it with me.

### A-E GRADING:

93 – 100%	A	77 – 79%	C+	60 – 62%	D-
90 – 92%	A-	73 – 76%	C	0 – 59%	E
87 – 89%	B+	70 – 72%	C-		
83 – 86%	B	67 – 69%	D+		
80 – 82%	B-	63 – 66%	D		

## 6 TIME MANAGEMENT (IMPORTANT)

This is a 3-credit course offered in a shortened period (5 weeks instead of 15). Therefore, students should prepare to invest more time each week compared to a full-length semester. For each credit, students should spend about 4 hours a week reviewing the materials and preparing the deliverables.

**Allocating 12 hours a week or 2 hours a day for course work is highly recommended.**

It is easy to lose track of time when studying online, so make sure you manage your time well!

## 7 BIBLIOGRAPHY

---

1. Angwin, J. (2014, March 3). Has Privacy Become a Luxury Good? *The New York Times*. Retrieved from <https://www.nytimes.com/2014/03/04/opinion/has-privacy-become-a-luxury-good.html>
2. Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>
3. Chan, S. (2001). Challenges and opportunities in e-commerce education. *AMCIS 2001 Proceedings*, 1.
4. Dvir, N. (2015). *The influence of gender on consumer behavior and decision making in online and mobile learning environments*.
5. Dvir, N. (2017). *Mitigating challenges of open government data*. <https://doi.org/10.20944/preprints201712.0182.v1>
6. Dvir, N. (2018). Sticky words: Evaluation and optimization of information interactions based on linguistic analysis. *Proceedings of the Association for Information Science and Technology*, 55(1), 797–798. <https://doi.org/10.1002/pr2.2018.14505501121>
7. Dvir, N., & Gafni, R. (2018). When less is more: Empirical study of the relation between consumer behavior and information sharing on commercial landing pages. *Informing Science: The International Journal of an Emerging Transdiscipline*, 21, 019--039. <https://doi.org/10.28945/4015>
8. Dvir, N., & Gafni, R. (2019). Systematic improvement of user engagement with academic titles using computational linguistics. *Proceedings of The Informing Science and Information Technology Education Conference*, 501–512. <https://doi.org/10.28945/4338>
9. Kolko, J. (2015, September 1). Design Thinking Comes of Age. *Harvard Business Review*. Retrieved from <https://hbr.org/2015/09/design-thinking-comes-of-age>
10. Nylén, D., & Holmström, J. (2015). Digital innovation strategy: A framework for diagnosing and improving digital product and service innovation. *Business Horizons*, 58(1), 57–67. <https://doi.org/10.1016/j.bushor.2014.09.001>
11. Pew Research Center. (2016). *Online Shopping and E-Commerce*. Retrieved from <https://www.pewinternet.org/2016/12/19/online-shopping-and-e-commerce/>
12. Prudens. (2017). *The e-Business Model*. Retrieved from <http://www.prudens.com/patens/ebusiness/busmodel.html>