

# ECT 250 Internet, Commerce, and Society

---

Spring 2015/2016

Meeting day/time: Online

Location: Online

Course Management System: Desire2Learn (D2L) [d2l.depaul.edu](http://d2l.depaul.edu)

**Instructor:** Miranda Standberry-Wallace

**Office:** 14 E. Jackson Blvd (Daley Building) –Loop campus

**Office hours:** Mondays (5:00pm-6:30pm)- office location, Tuesdays (5:00pm-7:00pm) -virtual

I am available for appointments made outside of the set office hours. Please email me ([mstandbe@depaul.edu](mailto:mstandbe@depaul.edu)) and/or call me at (312)362-8656 to set an appointment.

SPRING QUARTER 2016		
Monday	March 28	BEGIN SQ2016 DAY & EVENING CLASSES
Sunday	April 3	Last day to add (or swap) classes to SQ2016 schedule
Friday	April 8	Last day to select pass/fail option
Sunday	April 10	Last day to drop classes with no penalty (100% tuition refund if applicable and no grade on transcript)
Monday	April 11	Grades of "W" assigned for classes dropped on or after this day
Friday	April 15	Last day to select auditor status
Monday	May 2	Begin AQ2016 Registration
Sunday	May 15	Last day to withdraw from SQ2016 classes
Monday	May 30	Memorial Day - University officially closed
Friday	June 3	End SQ2016 Day & Evening Classes
Saturday	June 4	Begin SQ2016 Day & Evening Final Exams
		SQ2016 Grading Available for Faculty
Friday	June 10	End SQ2016 Day & Evening Final Exams
		END SPRING QUARTER 2016
		Baccalaureate Mass
		Graduation Weekend Kick Off
		TUITION DUE: SUMMER
Saturday	June 11	COMMENCEMENT
Sunday	June 12	COMMENCEMENT
Friday	June 17	GRADES DUE: SPRING 2016
		IN Grades issued Autumn 2015 lapse to F
		R Grades issued Spring 2015 lapse to F

## Textbooks and printed resources

E-Commerce 2016: Business, Technology, Society, 12/E. Kenneth C. Laudon. Carol Traver. ISBN-10: 0133938956 • ISBN-13: 9780133938951

## Summary of course

An introduction of Internet technology, its application for commerce, and their social impact. This course surveys Internet technology, collaboration and commerce activities, digital media distribution, online communities, and social networking in the Internet environment.

# ECT 250 Internet, Commerce, and Society

---

## Learning Domain Description

The ECT 250 Internet, Commerce, and Society course is included in the Liberal Studies program as a course with credit in the Scientific Inquiry domain. Courses in the Scientific Inquiry domain are designed to provide students with an opportunity to learn the methods of modern science and its impact on the world around us. Courses are designed to help students develop a more complete perspective about science and the scientific process, including: an understanding of the major principles guiding modern scientific thought; a comprehension of the varying approaches and aspects of science; an appreciation of the connection among the sciences; the fundamental role of mathematics in practicing science; an awareness of the roles and limitations of theories and models in interpreting, understanding, and predicting natural phenomena; and a realization of how these theories and models change or are supplanted as our knowledge increases.

## Learning Outcomes

At course end, students should be able to:

1. Students will understand the major principles guiding modern scientific thought.  
Students will demonstrate a mastery of the science content knowledge of their SID courses.
2. Students will know that science, technology, and math serve as mechanisms for inquiry into the nature of the universe.  
Students will:
  - a. identify questions that can be answered through scientific investigations;
  - b. design and conduct a scientific investigation to test a scientific hypothesis;
  - c. use appropriate tools and techniques together, analyze, and interpret data to support or refute a scientific hypothesis;
  - d. develop descriptions, explanations, predictions, and models using evidence;
  - e. describe relationships between evidence and explanations using critical and logical thinking;
  - f. recognize and analyze alternative explanations and predictions;
  - g. communicate scientific procedures and explanations;
  - h. use mathematics in all aspects of scientific inquiry.
3. Students will understand and appreciate the interrelationships among science, technology and math.  
Students will:
  - a. use technology and mathematics to identify a problem or design a solution to a problem;
  - b. give examples of how science and technology inform and influence each other.
4. Students will understand and appreciate the role of science in society and in their lives.  
Students will:
  - a. Provide examples of how science and technology impact our lives, and how social needs and concerns impact our development of technology and scientific investigation;
  - b. develop positive attitudes towards science, technology, and mathematics;
  - c. establish an ongoing experiential/service-learning interest in science, technology, and mathematics.

# ECT 250 Internet, Commerce, and Society

---

5. Students will understand the nature of science, technology, and mathematics.

Students will:

- a. provide examples of the abuse of science, including the representation of falsifiable claims as science and other forms of pseudoscience;
- b. explain the strengths and limits of scientific inquiry;
- c. explain the difference between evidence and inference, and the provisional nature of scientific explanations by providing examples of how our understanding of the workings of the world has changed in the past;
- d. explain the difference between probability and certainty, and describe what is meant by uncertainty in the context of science, technology, and mathematics.

## **Prerequisites**

None

## **How Learning Outcomes Will Be Met**

Through regular class examinations and assignments including the three case study essay assignments, three discussion boards, one current event article review, and a reflection journal, students will achieve outcomes identified in the learning outcomes.

## **Writing Expectations**

Writing is integral for communicating ideas and progress in science, mathematics and technology. For this course in particular, you are required to complete several writing exercises including three case study review essays on general topics, three discussion boards, one essay on a relevant news article, and one reflection journal. Directions will be provided on D2L.

## **Quizzes**

Three quizzes will be available online in D2L. Quizzes are open book/notes. They will be based on the readings assigned for proceeding lessons and will be in true/false and multiple choice formats. The quizzes will cover both the content from the textbook chapters (including imbedded mini-cases) and Chapter PowerPoint Presentations. Please note that the quiz will not be automatically submitted; you need to click on the "Go To Submit Quiz" button in the bottom right corner after saving your responses and then submit it. Check the course schedule for due dates.

## **Homework Assignment**

All assignment instructions will be posted to D2L. Check the course schedule at the end of syllabus for due dates. The course schedule is also posted in D2L.

## **Class Participation: Discussion Boards and News Article Exercise**

Participation counts for 20% of your grade. Class participation is a subjective evaluation of each student's contribution to the unstructured discussion of several topics in the discussion board forums as well as a current event exercise (see below).

# ECT 250 Internet, Commerce, and Society

---

News Article Exercise: Instead of a midterm exam, midway through the term, students are required to complete a current event news article exercise post and respond to at least two classmates post. For this assignment, students are expected to read or scan publications and select a current event article relating to a topic from the class. This assignment has 2 parts: You are required to submit a copy to D2L dropbox for a grade and post a copy to class discussion board in D2L. You must work alone. Detailed instructions, an example and grading rubric will be posted to D2L. Refer to the course schedule for due date. No Make-ups; No exceptions.

## Letter Grade Determination

The following table will be used in converting numeric grades into an official letter grade for the course:

Number Scale	Letter Grade
90 – 100%	A
80 – 89.99%	B
70 – 79.99%	C
60 – 69.99%	D
0 – 59.99%	F
Note: Grades within two points from the grade thresholds will be adjusted with - or +.	

## Evaluation of Students

Component	Weights
Participation: (3) Discussion boards and (1) Class Participation: News Article Exercise	20%
Homework Assignments: Case Study Review Essays (3) and (1) Reflection Journal	25%
Quizzes (3)	30%
Final Exam	25%

Note: There will be no midterm for the course.

# ECT 250 Internet, Commerce, and Society

---

## **Online Course Evaluations**

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and key to ability to continue to provide the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

## **Academic Integrity and Plagiarism**

This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor.

## **Academic Policies**

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: [cdm.depaul.edu/enrollment](http://cdm.depaul.edu/enrollment).

## **Students with Disabilities**

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: [csd@depaul.edu](mailto:csd@depaul.edu).

Lewis Center 1420, 25 East Jackson Blvd.

Phone number: (312)362-8002

Fax: (312)362-6544

TTY: (773)325.7296

## **Changes to Syllabus**

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

# ECT 250 Internet, Commerce, and Society

---

Course/Lecture Schedule		
Lecture Modules/Lecture Topic	Read Textbook Chapter and Review Presentation in D2L	Due by 11:59pm on date listed
Lecture 1: March 29 Introduction to E-Commerce.	Chap. 1: The revolution is just beginning Chap. 2: E-commerce Business Models and Concepts	April 4 Quiz #1 Discussion Board #1
Lecture 2: April 5 Technology Infrastructure for E-Commerce	Chap. 3: E-commerce Infrastructure: The Internet, Web, and Mobile Platform Chap. 4: Building an E-commerce Presence: Web Sites, Mobile Sites, and Apps	April 11 Case Study Review Essay #1
Lecture 3: April 12 Technology Infrastructure for E-Commerce	Chap. 5: E-commerce Security and Payment Systems	April 18 Case Study Review Essay #2
Lecture 4: April 19 Business Concepts and Social Issues	Chap. 6: E-commerce Marketing and Advertising Concepts Chap. 7: Social, Mobile, and Local Marketing	April 25 News Article Exercise_Part 1: Complete assignment then submit to dropbox and post a copy to D2L discussion board.
Lecture 5: April 26 Business Concepts and Social Issues	Chap. 8: Ethical, Social, and Political Issues in E-commerce	May 2 News Article Exercise Part 2: Respond to at least two classmates posts on D2L discussion board.
Lecture 6: May 3 E-Commerce in Action	Chap. 9: Online Retailing and Services	May 9 Quiz #2 Discussion Board #2

# ECT 250 Internet, Commerce, and Society

---

Lecture 7: May 10 E-Commerce in Action	10: Online Content and Media	May 16 Case Study Review Essay #3
Lecture 8: May 17 E-Commerce in Action	Chap. 11: Social Networks, Auctions, and Portals	May 23 Quiz #3 Discussion Board #3
Lecture 9: May 24 E-Commerce in Action	Chap. 12: B2B E-commerce: Supply Chain Management and Collaborative Commerce	May 30 Reflection Journal
Lecture 10: May 31 E-Commerce in Action	Review for Final	No assignment
<b>Final Exam Week</b>	<u>Online Final Exam Open-</u> <b>Saturday, June 4, 2016</b>	<u>Online Final Exam due:</u> <b>Tuesday, June 7, 2016</b> Must be submitted by 11:59pm- <b><u>No late exams will be accepted.</u></b>
<p><b><u>Important Note:</u></b> There will be no midterm for the course. The final exam for the course will require a synthesis of key concepts covered throughout the class. All test to be completed online in D2L. See the course schedule in D2L for additional details on assignments and exams.</p> <p><b><u>NO MAKE ASSGNMENTS OR EXAMS.</u></b></p>		