

# COMMERCE PROGRAM

DEPARTMENT OF MANAGEMENT  
UNIVERSITY OF TORONTO AT MISSISSAUGA  
Erindale College

## MGT 415H5 S - Electronic Commerce Course Outline – 2004

**Class Location & Time:** 132, Kaneff Centre, Wednesday, 4-6pm

**Instructor:** Lu Lahodinskyj  
**Office Location:** Room# 128, Kaneff Bldg  
**Office Hours:** Usually available after class. Otherwise, arrange via e-mail  
**Telephone:** 416 760 7981  
**E-mail Address:** [lu@resultsoriented.ca](mailto:lu@resultsoriented.ca)  
**Web Site:** [www.resultsoriented.ca](http://www.resultsoriented.ca)

**Course Coordinator:** n/a

### Course Description

Electronic commerce, the extensive business use of the Web and the Internet, is rapidly changing existing businesses. New Internet businesses are also being created at an unprecedented rate. New business models, e-commerce technologies, payment mechanisms, legal and regulatory issues (in particular, intellectual property rights, privacy and security) and the economics of e-commerce will be investigated from a research and practical perspective.

### Course Objectives

This course will introduce the student to the terminology, technology and business awareness required for electronic commerce.

Students will be required to create their own notes. This is a life skill, a business skill and an effective feedback mechanism for this dynamic topic.

The assignments will support the learnings, through use of the medium. Some group work will be necessary, a key success factor for e-commerce. As is the ability to present effectively. So each group will present their first assignment.

The final exam will be a review of all of the material, as an aid to retention.

### Required Texts

None. All research will be through the Internet. Recommended sites will be provided.

### Other Materials

None.

## Determination of Grades

Assignment: Terminology	25%	NB: Group Project
Assignment: e-Commerce example	30%	
Final Examination	45%	
TOTAL	100%	

## Requirements and Criteria

Templates and the rubric will be made available when the assignment is set.

## Procedures and Rules

**Missed Tests:** In the event a student misses the Final Exam due to illness or domestic tragedy, the student must contact the Management Departmental office immediately, (Slavka Murray at 905 828-3914), and submit a medical certificate indicating type of illness and date of illness (or other applicable documentation for domestic situations) to the Program Office within 48 hours of the test date, if possible.

**Make-ups:** Due to the nature of the course, any make-up of the final exam will follow a different format to the actual exam.

**Re-marking:** None

**Late Assignments:** Zero marks. Assignments are due before the start of class. All assignments will be entered into [www.turnitin.com](http://www.turnitin.com), which registers the filing date/time.

## Academic Misconduct

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. The terms that apply to the University's use of the Turnitin.com service are described on the Turnitin.com web site.

Students should note that copying, plagiarizing, or other forms of academic misconduct will not be tolerated. Any student caught engaging in such activities will be subject to academic discipline ranging from a mark of zero on the assignment, test or examination to dismissal from the university as outlined in the academic handbook. Any student abetting or otherwise assisting in such misconduct will also be subject to academic penalties.

## Conduct of Classes

This subject matter changes daily, so will be given in lecture format.

To give variety, speakers who are experts in their fields will be brought in, as available.

If possible, cases will be used to expound a particular theme.

20mins	Review Material from Previous Class
1hr	New Material
30mins	New Material / Guest Speaker / Case
10mins	Wrap-up

## Schedule

Class #	Topic	Session Material (Lecture/Case/Speaker)	Key Dates
1	Introduction	All of B2B, B2C, B2B2C, C2G, B2G, and G2B, but some things never change	<i>E-mail address due. Student groups created.</i>
2	Architecture	Standards, terminology and layers	<i>Assignment: Terminology issued.</i>
3	Networks	Landline, satellite, wireless Peer-to-peer, Decentralized, Centralized	
4	Storage & Administration	Information Storage & Retrieval, plus managing it all, in the 7*24*365 era	
5	Business Basics	ERP & CRM	
6	Impact	Culture (How this affects text, graphics & interfaces. People affected by e-Commerce technology.) Business (Internal & external impacts.)	<i>Assignment: Terminology due. Assignment: e-Commerce issued.</i>
7	n/a		<i>Reading Week</i>
8	Group Presentations	Each group gives 5-10min presentation on their area of terminology.	
9	Trust	Security, Privacy and the Law	<i>Drop Course?</i>
10	Project Management	Overview, Key points, Measurement for Success	
11	Success & Failures	Examples/Cases	<i>Assignment: e-Commerce due</i>
12	Strategy	More than putting out a site and waiting.	
13	Review	Review of course material for Final Exam	

## Course Timetable

Timetable: MGT 415 Course Name, Winter 2004				
Class #	Week starting	Topic	Session Material (Lecture/Case/Speaker)	Reading(s)
1	Jan 7	Introduction	Lecture	None
2	Jan 14	Architecture	Lecture/Case/Speaker	On the Internet.
3	Jan 21	Networks	Lecture/Case/Speaker	On the Internet.
4	Jan 28	Storage & Administration	Lecture/Case/Speaker	On the Internet.
5	Feb 4	Business Basics	Lecture/Case/Speaker	On the Internet.
6	Feb 11	Impact	Lecture/Speaker	On the Internet.
7	Feb 18	Reading Week - No Class	n/a	n/a
8	Feb 25	Group Presentations	Lecture/ Assignment Review/ Student Presentations	On the Internet.
9	Mar 3	Trust	Lecture/Case/Speaker	On the Internet.
10	Mar 10	Project Management	Lecture/Case/Speaker	On the Internet.
11	Mar 17	Success & Failures	Lecture/Case/Speaker	On the Internet.
12	Mar 24	Strategy	Lecture/Case/Speaker	On the Internet.
13	Mar 31	Review	Lecture	
	TBA	Final Examination		

Last Date to drop course from Academic Record and GPA: March 7 2004