# (C)ITM 350 - Concepts of e-Business

## COURSE OUTLINE FOR 2023-2024

Prerequisite(s): (ITM 100 or ITM 102)
Antirequisite(s): ITM 550
Custom Requisites: Not available to Business Technology Management Students

## Instructor Information

- **Instructor Name:**
- **Office Location:**
- **Office Hours:**
- **Phone:** (416) 979 – 5000, ext.
- **Course Website:** my.torontomu.ca (for courses using D2L)
- **Email Address:** youremail@torontomu.ca

### Email Policy

Students are expected to monitor and retrieve messages and information sent through D2L and TMU email on a frequent and consistent basis. In accordance with the Policy on TMU Student E-mail Accounts (Policy 157), Toronto Metropolitan University (TMU) requires that any electronic communication by students to TMU faculty or staff be sent from their official university email account. Communications sent from other accounts may be disregarded.

## Course Description

This course explores the concepts, technology, and applications of electronic business (e-Business). It covers the technical, social, and business changes that contribute to the evolution of e-Business and its importance to today's business activities. It reviews how to develop business strategies and architectures to seize these opportunities. It explains the technological infrastructure needed to support an e-Business system and describes how these systems are built. The course also examines characteristics and examples of e-Business.

# Course Details

## Teaching Methods

If you are registered in an in-person or a virtual classroom, instruction will take place at scheduled hours, following the approach outlined in D2L Brightspace. If you are registered in a Chang School Distance Education course, please follow the schedule, course outline and learning modules as outlined in D2L Brightspace.

## Course Materials

**Lecture:**
**Title:** E-Commerce 2023 : Business, Technology, Society, 17th edition
**Author(s): Kenneth C. Laudon and Carol G. Traver**
**Publisher: Pearson**
**Paperback ISBN-13: 9780137922208**
**12-month Pearson eText: 9780138043391**

## Course Objectives and Learning Outcomes

Learning outcomes describe what students are expected to have learned or achieved; as a result, they usually describe what students will be capable of doing, or what evidence will be provided to substantiate learning.

The purpose of this course is to provide students with an opportunity to develop an understanding of current trends in the evolution of the "Digital Economy" and the specific issues related to doing business in this new economy. Thus, the focus will be on the practical implications in the field of Electronic Business, and its current trends.

Students will gain practical and theoretical knowledge of how new e-Business applications and models allow enterprises to operate digitally, or engender new business ventures. The course will take a business and technical perspective. Students are expected to bring a good understanding of the use of the Internet, as well as a basic competence in such fields as business marketing, accounting and the use of information technology. In this course they will learn how to apply their knowledge to this continuously emerging field.

Students in this course will build on previous knowledge and experiences of business fundamentals and the application of technology to support business operation in a digital marketplace. ITM350 concentrates on the application of technology to support e-Business strategy and initiatives in today's digital economy. The learning objectives for this course are: (1) to develop a comprehensive knowledge of e-Business models; (2) to acquire the skills to analyze the effectiveness of an organization's Internet presence and eBusiness initiatives; and (3) to develop the competencies to investigate potential opportunities in the e-Business domain.
  The objectives of the course are to enable students to develop and improve skills in:

1  understanding of the fundamental social, business and technology drivers in  the

digital economy;

2   understanding the current status of e-Business and follow its evolution;
3   explaining how basic business functions (such as marketing, sales, manufacturing, distribution  and customer service) are be impacted by e-Business;
4   discussing outstanding issues in this new field (such as copyright, privacy, consumer protection,  taxation and payment flows), as well as likely future developments;
5   thinking critically about e-Business initiatives and opportunities; and developing their own e-Business ventures.

## Plagiarism Detection

### Virtual Proctoring Information (if used in this course)

Online exam(s) within this course use a virtual proctoring system. Please note that your completion of the exam will be recorded via the virtual platform and subsequently reviewed by your instructor. The virtual proctoring system provides recording of flags where possible indications of suspicious behaviour are identified only. Recordings will be held for a limited period of time in order to ensure academic integrity is maintained.

Access to a computer that can support remote recording is your responsibility as a student. The computer should have the latest operating system, at a minimum Windows (10, 8, 7) or Mac (OS X 10.10 or higher) and web browser Google Chrome or Mozilla Firefox. You will need to ensure that you can complete the exam using a reliable computer with a webcam and microphone available, as well as a high-speed internet connection. Please note that you will be required to show your TMU OneCard prior to beginning to write the exam. Should a student not have a OneCard, government issued ID can be displayed to the camera, showing only the picture and name (all other information can be covered by the student). A virtual proctoring web page that addresses privacy concerns and includes a FAQ is available for students.

Information will be provided prior to the exam date by your instructor who may provide an opportunity to test your set-up or provide additional information about online proctoring. Since videos of you and your environment will be recorded while writing the exam, please consider preparing the background (room/walls) so that personal details are not visible, or move to a room that you are comfortable showing on camera.

### Turnitin

Turnitin.com is a plagiarism prevention and detection service to which TMU subscribes. It is a tool to assist instructors in determining the similarity between students' work and the work of other students who have submitted papers to the site (at any university), internet sources, and a wide range of books, journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an "originality report," which instructors must evaluate to judge if something is plagiarized.

Students agree by taking this course that their written work will be subject to submission for textual similarity review to Turnitin.com.  Instructors can opt to have student's papers included in the Turnitin.com database or not. Use of the Turnitin.com service is subject to the terms-of-use agreement posted on the Turnitin.com website.  Students who do not

TED
ROGERS
SCHOOL
Information Technology
Management

want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with their instructor to make alternate arrangements.

Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if the instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

## Evaluation, Assessment and Feedback

The grade for this course is composed of the mark received for each of the following components:

| Evaluation Component | Percentage of Final Grade |
|---|---|
| Lab Assignments | 30% |
| Project | 30% |
| Final Examination | 40% |
| Final Grade | 100% |
| **Note:** Students must achieve a course grade of at least 50% to pass this course.<br>At least 20% of student's grade based on individual work will be returned to students prior to the last date to drop a course in good academic standing. | |

TED ROGERS SCHOOL
Information Technology Management

## Topics and Course Schedule

| Week | Topic | Readings |
|------|-------|----------|
| 1 | **Introduction:**<br>• Discuss the primary technological building blocks<br>• underlying e-commerce<br>• Recognize major current themes in e-commerce<br>**Hands-on:**<br>• Lab 1: E-commerce: Amazon, Alibaba and Kijiji<br>**Handout:**<br>• Lab 1 assignment<br>• Project proposal assignment | Chapter 1 |
| 2 | **E-commerce Business Models:**<br>• Identify the components of e-business models<br>• Describe major B2C and B2B business models<br>• Examine key business concepts and strategies applicable to e-commerce<br>**Hands-on:**<br>• Lab 2: Using metrics for evaluating e-commerce sites<br>**Handout:**<br>• Lab 2 assignment | Chapter 2 |
| 3 | **E-commerce Infrastructure:**<br>• Explain the current structure of the Internet<br>• Describe how Internet and Web features and services support e-commerce<br>• Explore the impact of mobile applications<br>**Student Submission:**<br>• Lab 1 60-second presentation and infographic on e-commerce topics | Chapter 3 |
| 4 | **Building an E-commerce Presence:**<br>• Explain the process that should be followed in building an e-commerce presence<br>• Discuss the major considerations involved in choosing the most appropriate hardware and database engine for an e-commerce site<br>• Explore the important considerations involved in developing a mobile website and building mobile applications<br>**Hands-on:**<br>• Lab 3 – Shopify<br>**Handout:**<br>• Final project outline<br>**Student Submission:**<br>• Lab 2<br>• Project proposal | Chapter 4 |

TED ROGERS SCHOOL
Information Technology Management

| Week | Topic | Readings |
|---|---|---|
| 5 | E-commerce Marketing and Advertising Concepts, Social, Mobile, and Local Marketing:<br>• Examine the key features of the Internet audience and consumer behaviour<br>• Discuss the main technologies that support online marketing<br>• Analyze the cost and benefits of online marketing communications<br>• Describe the social marketing process<br>• Identify the key elements of a mobile marketing campaign<br>• Explore the capabilities of location-based local marketing<br>Hands-on<br>• Lab 4 – Wix/Wordpress | Chapters 6 & 7 |
| 6 | Social Networks, Auctions, and Portals, B2B E-commerce SCM and Collaborative Commerce:<br><br>• Describe the different types of social networks and online communities and their business models<br>• Describe the major types of auctions, their benefits and costs appropriate for e-commerce<br>• Describe the major types of Internet portals and their business models<br>• Discuss the evolution and growth of B2B e-commerce<br>• Explore how procurement and supply chains relate to B2B e-commerce<br>Hands-on:<br>• Lab 5: Online auction tools<br>Handout:<br>• Lab 3, 4, 5 comparison assignment | Chapter 11 & 12 |
| 7 | Online Content and Media:<br>• Explore the major trends in the consumption of media and online content, the major revenue models for digital content delivery, digital rights management, and the concept of media convergence<br>• Discuss the key factors affecting the online entertainment industry<br>Hands-on:<br>• Lab 6: Mobile e-commerce - Compare iStore versus Google Playstore for advertising/pricing and procedure<br>Handout:<br>• Lab 6 assignment<br>**Student Submission:**<br>• Lab 3, 4 & 5 comparison<br>• | Chapter 10 |

| Week | Topic | Readings |
|---|---|---|
| 8 | E-Commerce Analytics:<br>• Explore the basic concepts and functionality of analytics tools and options available for e-commerce<br>• Discuss the uses, benefits and gaps of analytics tools<br>• Discuss impact of analytics on e-commerce and business practices<br>• Apply analytics to project.<br>Hands-on:<br>• Lab 7: E-commerce analytics tools<br>Handout:<br>• Lab 7: Assignment | Course reading |
| 9 | Work-in-progress group meetings and peer evaluation –<br><br>**Student Submission:** Progress report and peer evaluations | |
| 10 | E-commerce Security and Payment Systems<br>Ethical, Social, and Political Issues in E-commerce:<br>• Discuss the scope of e-commerce crime and security problems<br>• Identify the key security threats in the e-commerce environment<br>• Describe the features and functionality of electronic billing presentment and payment systems<br>• Discuss why e-commerce raises ethical, social, and political issues<br>• Explore the basic concepts related to privacy and information rights, the practices of e-commerce companies that threaten privacy, and the different methods that can be used to protect online privacy<br>Hands-on:<br>• Lab 8: SEO techniques<br>Handout:<br>• Lab 8 assignment<br>**Student Submission:**<br>• Lab 7 assignment | Chapters 5 & 8 |

TED
ROGERS
SCHOOL
Information Technology
Management

| Week | Topic | Readings |
|------|-------|----------|
| **11** | Online Retailing and Services: <br>• Discuss the environment in which the online retail sector operates today <br>• Explain how to analyze the economic viability of an online firm <br>• Explore current trends in the online career services industry <br>**Student Submission:** <br>• Presentations <br>• Lab 8 assignment | Chapter 9 |
| **12** | Project Presentations and Peer review: <br>Student Submission: <br>• Presentations | |

## University Policies

You are reminded that you are required to adhere to all relevant university policies found in their online course shell in D2L and/or on the Senate website. Please refer to the Course Outline Appendix for more detail.

## Important Resources Available at Toronto Metropolitan University

- The Library provides research workshops and individual assistance. If the University is open, there is a Research Help desk on the second floor of the library, or students can use the Library's virtual research help service to speak with a librarian.

- The Academic Integrity Office provides education and support for the administration of Policy 60: Academic Integrity.

- Student Life and Learning Support offers group-based and individual help with writing, math, study skills, and transition support, as well as resources and checklists to support students as online learners.

- You can submit an Academic Consideration Request when an extenuating circumstance has occurred that has significantly impacted your ability to fulfill an academic requirement. You may always visit the Senate website and select the blue radio button on the top right hand side entitled: Academic Consideration Request (ACR) to submit this request.

  *For Extenuating Circumstances, Policy 167: Academic Consideration allows for a once per semester ACR request without supporting documentation if the absence is less than 3 days in duration and is not for a final exam/final assessment. Absences more than 3 days in duration and those that involve a final exam/final assessment, require documentation. Students must notify their*

TED ROGERS SCHOOL
Information Technology Management

*instructor once a request for academic consideration is submitted. See Senate [Policy 167: Academic Consideration.](#)*

- If taking a remote course, familiarize yourself with the tools you will need to use for remote learning. The [Remote Learning Guide](#) for students includes guides to completing quizzes or exams in D2L Brightspace, with or without [Respondus LockDown Browser and Monitor](#), [using D2L Brightspace](#), joining online meetings or lectures, and collaborating with the Google Suite.

- Information on Copyright for [Faculty](#) and [students.](#)

## Accessibility

- At Toronto Metropolitan University, we are committed to ensuring that all courses are accessible to everyone and to removing barriers that may prevent some individuals from enrolling in courses.

- All technologies and tools used in this course are accessible.

- Students who discover an accessibility barrier with any of the course materials or technologies should contact their instructor.

- As outlined in [Policy 159: Academic Accommodation of Students with Disabilities](#), students are required to proactively consult with AAS, the faculty/instructor, Department or Faculty, as soon as feasible, including prior to enrolling in a course or program, on any concerns they may have about their ability to meet the essential academic requirements of a course/program.

### Academic Accommodation Support

Academic Accommodation Support (AAS) is the university's disability services office. AAS works directly with incoming and returning students looking for help with their academic accommodations. AAS works with any student who requires academic accommodation regardless of program or course load.

- Learn more about [Academic Accommodation Support.](#)

- Learn [how to register with AAS.](#)

Academic Accommodations (for students with disabilities) and Academic Consideration (for students faced with extenuating circumstances that can include short-term health issues) are governed by two different university policies. Learn more about [Academic Accommodations versus Academic Consideration](#) and how to access each.

## Wellbeing Support

At Toronto Metropolitan University, we recognize that things can come up throughout the term that may interfere with a student's ability to succeed in their coursework. These circumstances are outside of one's control and can have a serious impact on physical

TED ROGERS SCHOOL
Information Technology
Management

and mental well-being. Seeking help can be a challenge, especially in those times of crisis.

If you are experiencing a mental health crisis, please call 911 and go to the nearest hospital emergency room. You can also access these outside resources at anytime:

- **Distress Line:** 24/7 line for if you are in crisis, feeling suicidal or in need of emotional support (phone: 416–408–4357)

- **Good2Talk:** 24/7-hour line for postsecondary students (phone: 1-866-925-5454)

- **Keep.meSAFE:** 24/7 access to confidential support through counsellors via [My SSP app](#) or 1-844-451-9700

If non-crisis support is needed, you can access these campus resources:

- **Centre for Student Development and Counselling:** 416-979-5195 or email [csdc@torontomu.ca](mailto:csdc@torontomu.ca)

- **Consent Comes First – Office of Sexual Violence Support and Education:** 416-919-5000 ext 3596 or email [osvse@torontomu.ca](mailto:osvse@torontomu.ca)

- **Medical Centre:** call (416) 979-5070 to book an appointment

We encourage all Toronto Metropolitan University community members to access available resources to ensure support is reachable. You can find more resources available through the [Toronto Metropolitan University Mental Health and Wellbeing](#) website.

TED
ROGERS
SCHOOL
Information Technology
Management