

# ETUDES

## Course Information



**Instructor:** Eva Bitar

**Section:** 8505 – Hybrid format, which requires students to do part of their work online.

**Class Hours:** On Campus meetings are held on Wednesdays 6:45 – 8:55 p.m. (Feb. 11 – June 3).

**Room:** CE103 – No food, drinks, or use of cell phones allowed in the classroom.

**Office hours:** Immediately after class.

**E-Mail:** Private Messages through Etudes or at bitare@lavc.edu

**Required Textbook:** **Electronic Commerce, 11th Edition** – **Author:** Gary P. Schneider – **ISBN:** 978-1-285-42543-6

**Required Equipment:** This class is Hybrid. A student must have a computer with Internet connection in order to access college official course shell and course content (ETUDES). A USB flash drive with at least 4GB free. *You are expected to purchase the book and equipment by the second class meeting.*

**Course Description:** UC:CSU (3 units) – There are no prerequisites for this course. Students will learn to develop a dynamic, interactive (E-Commerce/business) website using software such as PHP and MySQL. This course introduces electronic commerce, E-Commerce/business concepts and technology, development and integration of PHP and MySQL into an E-Commerce/business website, online catalog, and website security. This course also focuses on the development of dynamic, interactive website pages.

### Course Objectives:

- Explain what electronic commerce is and how it is experiencing a second wave of growth with a new focus on profitability.
- Describe the origin, growth, and current structure of the Internet. Describe how packet switched networks are combined to form the Internet. Describe how Internet protocols and Internet addressing work.
- Create an effective business presence on the Web. Communicate effectively with customers on the Web.
- Communicate with different market segments. Use advertising on the Web. Create and maintain brands on the Web.
- Define electronic data interchange and how it works. Describe how businesses have moved some of their electronic data interchange operations to the Internet.
- Describe Origins and Key characteristics of the seven major auction types. Identify strategies for Web auction sites and auction-related businesses. Identify Virtual communities and Web portals.
- Examine Laws that govern the use of intellectual property by online businesses.
- Examine and assess the hardware and software for Web servers, E-mail management and spam control issues.
- Identify online security issues. Promote computer, network, and Internet security. Describe basic functions of online payment systems.
- Plan electronic commerce initiatives. Strategies for developing electronic commerce Web sites.

**Student Learning Outcomes:** Upon completion of this course, successful students will apply technical knowledge, and perform and demonstrate specific technical skills as follows:

1. Evaluate various e-commerce systems via web sites
2. Measure and monitor E-Commerce system functions and performance
3. Develop a functional personal E-Commerce site

## Assignments – Due Dates - Attendance and Time Commitment



- Attendance is mandatory and full attendance is rewarded with extra credit points.
- A student who misses any of the first 3 classes will forfeit their space in class.
- A student may have one excused absence or tardiness, whichever occurs first, without losing extra credit points.
- Instructor can require a student to drop from class for excessive absences, tardiness, or missing 3 or more classes.
- The curriculum may periodically change, if you miss any class time, it is your responsibility to obtain the material.
- It is the student's responsibility to withdraw. A Student who stops attending class and does not drop will receive a grade.



All Coursework is due by the scheduled dates. There are no makeup exams or additional extra credit opportunities regardless of the circumstance (i.e. **technical difficulties or personal issues**). A student that misses any of the exams will receive zero points for that exam. The college policy states: It's at the discretion of the instructor to excuse absences or late work for extenuating circumstances, including verified cases of accidents, illness, or other circumstances beyond the student's control.

WEEKS	SCHEDULE
1-3	Introduction to Electronic Commerce; Technology Infrastructure; The Internet and the World Wide
4-8	Selling on the Web; Marketing on the Web; Business-to-Business Activities: Improving Efficiency and Reducing Costs
9-11	Social Networking, Mobile Commerce, and Online Auctions; The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues
12-13	Web Server Hardware and Software; Electronic Commerce Software; Security for Electronic Commerce; Payment Systems for Electronic Commerce
13-16	Planning for Electronic Commerce; Building personal E-Commerce site

## Grading and Class Rules and Criteria



**Grades** – The final grade is based on work in Electronic Commerce, 11th Edition book and the creation of a personal E-Commerce site. Each assignment is worth a set of points. The coursework is assigned 500 points as follows: Midterm and Final are worth 200 points each, and the Project is worth 100 points.

A = 90-100% (450-500) pts	B = 80-89% (400-449) pts	C = 70-79% (350-399) pts	D = 60-69% (300-349) pts	F = Below 60% (0-299) pts
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- ❑ **INCOMPLETE POLICY** – No Incomplete will be given for this course.
- ❑ **CELL PHONES, IPODS, LAPTOPS, BLUETOOTH EARPIECE, HEADPHONES, RECORDING DEVICES, INTERNET USE, ETC.** – Turn all devices off and put them away during class. Violators will be asked to leave the class and will lose 10 points. California State law prohibits the use of any electronic listening or recording device in a classroom without prior consent of the instructor and college administration. To use electronic aids, a student must secure the consent of the instructor. If the instructor agrees, a notice of consent must be forwarded to the V.P. of Academic Affairs for approval. Students can only use the Internet for class work. Checking email, visiting any site not part of class assignments, or playing games is not allowed. A student will lose 10 points for each violation. Repeated violations will result in disciplinary action.
- ❑ **STANDARDS OF STUDENT CONDUCT** - The West LA College faculty, staff and administrators are dedicated to maintaining an optimal learning environment and will not tolerate any disruptive behavior in or outside of the classroom or any academic dishonesty. These standards apply to all students. Disruptive, disrespectful, or obstructive behavior will be dealt with in accordance with the LACCD Standard of Student conduct. Disciplinary action can be taken if student behavior interferes with instruction.
  - **Warning** — A verbal or written notice, given to the student by the instructor.
  - **Removal by the Instructor** — an instructor may remove a student from class for the day of the incident and the next class meeting. During the removal period, the student shall not return to the class without the permission of the V.P. of Student Services.
- ❑ **ACADEMIC DISHONESTY AND INTEGRITY** - Students may consult with each other on the assignments and labs, but each student is expected to turn in his/her own work. Plagiarism and cheating on assignments, labs, and exams will not be tolerated. When there is evidence of cheating or plagiarism in classroom work, the instructor may assign a failing grade, "F," or zero points to the examination or assignment in which the alleged cheating or plagiarism occurred. Before a substandard grade is issued the instructor will provide the student with supporting documentation of the plagiarism or cheating charge. Disciplinary action includes probation, suspension or termination of financial aid, and permanent expulsion for both the student providing the information and the recipient. Instructors have the authority to use plagiarism detecting instruments to detect academic dishonesty.

## Technical Requirements and Assistance



Login: <https://myETUDES.org/portal>

**User ID:** First 2 letters of your first name + First 2 letter of your last name + last 5 numbers of your Student ID

**Example:** Jose A. Garcia with SIN # 88-222-4444 His username is: **joga24444**

**Password:** 2 digits for Month of birth + 2 digits for Day of birth (**Example:** 0203 for February 3rd)

After logging in, click the course tab you are enrolled. Make sure your Browser settings are as follow:

*Tools->Internet Option-general->security setting->add [www.myetudes.org](http://www.myetudes.org) or [www.wlac.edu/online](http://www.wlac.edu/online) as trusted site.*

**Help:** Contact the Distant Learning Office in Library, 4<sup>th</sup> floor – or call (310) 287-4305 or (310) 287-4306.

If you do not know your Student Identification Number you can look it up using the Student Information System (SIS) at <http://www.laccd.edu>.

If you have trouble accessing the course on or after the start date visit the Online Student Help Desk at <http://www.wlac.edu/online/helpdesk.asp>. Click on Helpdesk Rules where your issue is likely addressed in the Frequently Asked Questions section. If not, post a message explaining the problem or contact the WLAC Distance Learning Program Office at (310)287-4305 or via email: [shemwer@wlab.edu](mailto:shemwer@wlab.edu).

**Computer Lab Hours and Tutoring Service available in the WLAC Library and CE 101 - (310) 287-4268**

Contact Laurent Phung at [PhungL@wlab.edu](mailto:PhungL@wlab.edu) for any assistance. CE101 Computer Lab is open to CS students, please check division website [www.wlab.edu/csit](http://www.wlab.edu/csit) for lab open hour.

Being a member of Microsoft & VMWare Academic Alliance, the enrolled students can download VMWare, Microsoft operating system (Windows 7 & Server 08) and development tool (Microsoft application like ACCESS, Visual Studio) for free. Visit the Division Website [www.wlab.edu/csit](http://www.wlab.edu/csit) and click on the left menu to make request. CS is member of CompTIA education alliance; students can take A+, Network+, Security+ with discount voucher.

## Student Resources

- Access** – Services for Students with Disabilities (SSD) is located in in HRLC 121. Phone No. 310-287-4450 ASAP to ensure accommodations are implemented in a timely manner. The DSPS contacts your instructors to notify them of needed accommodations (i.e. additional testing time, or a note taker). If you require an accommodation, please speak with me. Tape recording of lectures and discussions are not permitted without my consent.
- www.wlab.edu** College website. Financial aid, student services, class schedules info and access to Etudes website for online courses, etc. Campus parking and building map is included.
- CSIT Division Website**  
[www.wlab.edu/csit](http://www.wlab.edu/csit)  
The CSIT Division offers many degrees and certificate options (See requirements).
  - 1) Computer Science
  - 2) Computer Network and Security Management
  - 3) Business Application and Database Management
  - 4) Web Design and Development
  - 5) Legal Secretary
- Student Services** <http://www.wlab.edu/services/index.html>
- Financial Aid** [http://www.wlab.edu/financial\\_aid/index.html](http://www.wlab.edu/financial_aid/index.html)
- Academic Counseling** <http://wlab.edu/counseling/counselor.html>
- Student Health Center** [http://wlab.edu/services/brochures/health\\_center.pdf](http://wlab.edu/services/brochures/health_center.pdf)
- Transfer Honors Credit** <http://www.wlab.edu/transfer/index.html#honors>
- CSUDH Pathways Academy**  
A transfer academy to increase and smooth students' transition from WLAC to Cal State Dominguez Hills. Students who qualify to be in the program and who successfully complete all program and transfer requirements will have guaranteed admission to CSUDH. See division announcement [www.wlab.edu/csit](http://www.wlab.edu/csit)