

Commerce 4KH3
“Strategies for Electronic and Mobile Business”
Winter 2020 Course Outline

Information Systems Area
DeGroote School of Business
McMaster University

COURSE OBJECTIVES

1. To enrich understanding of the strategies used in electronic and mobile business.
2. To examine and investigate the concepts and management issues surrounding electronic and mobile business.
3. To showcase real-life case studies of electronic and mobile business.

CONTACT INFORMATION AND COURSE LOCATION DETAILS

Dr. Brian Detlor	Mona Nasery
Instructor	TA
detlorb@mcmaster.ca	naserym@mcmaster.ca
Office: DSB-A201	Office: DSB-A211
Office Hours: By Appointment	Office Hours: By Appointment
Tel: (905) 525-9140 x23949	Tel: (905) 525-9140 x26397

Course Website: <http://avenue.mcmaster.ca>. The course website on Avenue To Learn (A2L) will be the primary mode of information dissemination and communication. Please check this website regularly for posts concerning the course.

Course Meeting Time & Location: Fridays (11:30 am – 2:20 pm) MDCL 1010

COURSE ELEMENTS

Credit Value:	3	Leadership:	Yes	IT skills:	Yes	Global view:	Yes
Avenue:	Yes	Ethics:	Yes	Numeracy:	No	Written skills:	Yes
Participation:	Yes	Innovation:	Yes	Group work:	Yes	Oral skills:	Yes
Evidence-based:	Yes	Experiential:	Yes	Final Exam:	No	Guest speaker(s):	Yes

COURSE DESCRIPTION

This course covers the strategic issues the modern business manager must deal with in making strategic decisions concerning the choice, implementation and execution of electronic and mobile business solutions for start-ups and established enterprises.

LEARNING OUTCOMES

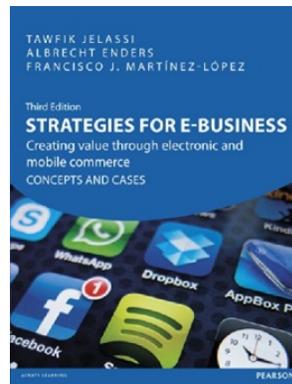
Upon completion of this course, students will be able to complete the following key tasks:

1. Prepare a business plan;
2. Assess and critique the strategy for an online start-up or electronic business expansion initiative; and
3. Discuss and apply solutions to typical management issues in electronic and mobile business.

COURSE MATERIALS AND READINGS

- Avenue registration for course content, readings and case materials (<http://avenue.mcmaster.ca>).
- *Strategies for e-Business: Creating Value Through Electronic and Mobile Commerce – Concept and Cases*, 3rd Edition, 2014, Tawfik Jelassi, Albrecht Enders, & Francisco J. Martinez-Lopez, Pearson (ISBN: 0273757873). Purchase a copy at the campus store or online (e.g., www.amazon.ca). A copy of the textbook is available on 2-hour loan at the Innis Library.

\$ FREE



\$ 82.30 CAD
(paperback)

EVALUATION

Learning in this course results primarily from assigned readings, class lectures, case studies, tests, e-Business plan projects, online discussions, and in-class participation.

Components and Weights

The components of the course grade will be weighted as follows.

Midterm	Test (all material covered in Weeks 1 – 4)	20%
Discussions	Online Discussions (best 4 out of 5)	20%
Assignment	Case Study Assignment	10%
e-Business Plan	e-Business Plan Project Check-In (individual – Weeks 7 & 9 only)	4%
	In-Class Presentation (group)	20%
	Written Report (group)	20%
	In-Class Participation (Weeks 10 – 12 only)	6%
Total		100%

Grade Conversion

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme.

LETTER GRADE	PERCENT	LETTER GRADE	PERCENT
A+	90 - 100	C+	67 - 69
A	85 - 89	C	63 - 66
A-	80 - 84	C-	60 - 62
B+	77 - 79	D+	57 - 59
B	73 - 76	D	53 - 56
B-	70 - 72	D-	50 - 52
		F	00 - 49

Communication and Feedback

Students who wish to correspond with the instructor or TA directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Email regarding course issues should NOT be sent to Area Administrative Assistants. Instructors are required to provide evaluation feedback for at least 10% of the final grade to students prior to Week 9 in the term. Instructors may conduct an informal course review with students by Week 4 to allow time for modifications in curriculum delivery.

Course Deliverables

Midterm

Value: 20% of a student's final grade.

There is one midterm test administered in the course, worth 20% of a student's final grade. This test will be administered in Week 5 and will comprise some combination of multiple choice, true/false and short answer questions. The midterm will cover material from both the lectures and the assigned readings that pertain to Weeks 1 – 4. The test will take place in the same classroom in which the lectures are held. A short lecture will precede the administration of the midterm. More details on the test will be discussed in class closer to the date on which the test will be administered.

If you miss writing the midterm and your absence is approved (see below for information on “Requesting Relief for Missed Academic Work” and “Approved Missed Academic Work”), a ***make-up test*** will be arranged at a later date and time at the instructor's discretion and convenience; this date/time may be several weeks later than the original scheduled date/time of the test. If you miss writing this test and your absence is ***not*** approved (see below for information on “Requesting Relief for Missed Academic Work” and “Approved Missed Academic Work”), then you will receive a grade of ***zero*** for the missed test.

Discussions

Value: 20% of a student's final grade.

Throughout the course, students will have the opportunity to participate in ***five*** online discussions, however ***only the best 4 out of 5*** online discussions will be used to calculate a student's grade for this component of the course. This is to accommodate student absences, illnesses, late registration in the course etc. ***Each of the 4 scores will contribute 5% towards a student's final grade*** (thus, in total, the online discussions are worth 20% of a student's final grade).

Discussion questions will be posted by Friday noon of the week in which an online discussion begins (see the course schedule below). Discussion questions will pertain to lecture material and assigned readings, as well as to current events and happenings in the e-Business marketplace. Students are asked to respond to the posted questions no later than 11:59 am (noon) the following Wednesday, and to comment on at least two other students' responses no later than

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11:59 am (noon) the following Friday. Responses contributed by students after noon on the Friday night on which responses are due will not be marked.

Online discussions must be respectful. There will be zero tolerance with respect to the use of inappropriate, derogatory or hateful language.

Evaluation of online discussions will be based on the following criteria:

- *Relevance* (i.e., responses directly address key issues asked or questions raised; responses apply to course learnings);
- *Insight* (i.e., responses offer original or thoughtful insight, analysis or observations that demonstrate a firm grasp of concepts and ideas pertaining to the discussion post);
- *Support* (i.e., postings support all claims and opinions with either rational argument or evidence);
- *Number of Responses* (i.e., the extent to which a student meets the expected number of responses to the discussions posted in a given week);
- *Grammar and spelling.*

Evaluation will use the following 10-point grade scale:

- 0 (poor)
- 5 (fair)
- 7 (good)
- 8 (very good)
- 10 (excellent)

Assignment

Value: 10% of a student's final grade.

Students will be given a written case study assignment in Week 6 pertaining to the assigned readings for Week 7 involving the Spreadshirt and Unmade case studies. Both case studies pertain to online business ventures involving the ordering and sale of customized clothing (i.e., t-shirts & knitwear). Details of the assignment will be given in Week 6 and posted on Avenue.

e-Business Plan

In total, the four combined components of the e-Business Plan works out to 50% of a student's final grade. The two e-Business plan project check-ins, each worth 2% of a student's final grade, occur in Weeks 7 & 9. The in-class presentation is worth 20% of a student's final grade. The final report is worth 20% of a student's final grade. In-class participation during Weeks 10, 11 and 12 – when e-Business Plan presentations are made – constitutes 6% of a student's final grade.

Students, working in small groups, will develop a comprehensive business plan for an electronic or mobile business start-up. The idea behind the start-up could be “new to the world” and/or an improvement over an existing way of doing something. Students will utilize the *Creating an E-*

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Business Plan chapter by Napier et al. (2006) posted on Avenue to structure the composition of their e-Business Plan reports and presentations.

Most students will solely use secondary information sources for their plans (e.g., journal articles, industry reports, government statistical databases, Web search); however, students are encouraged to conduct their own research with human participants (e.g., surveys, interviews) to collect and analyze data for their business plans. If the latter, students must adhere to the policies outlined in the “Research Using Human Participants” section below. In Week 6, the instructor will provide students with information on the procedures students must take to ensure that they collect data for their business plans from human participants in an ethical manner.

In-class student participation will be assessed in terms of contributions to class discussions **during Weeks 10, 11 & 12 only** (i.e., when the e-Business plans are presented). This could take many forms, including asking questions, responding to questions, making relevant comments. Students will be evaluated on their participation in each of these weeks according to the following 10-point grade scale:

- 0 for being absent;
- 4 for being present but not avidly listening, doing other work, arriving late, leaving early etc.;
- 6 for being present and listening;
- 8 for being present, listening, asking good questions / making good observations;
- 10 for being present, listening, asking great questions / making great observations.

Name cards and class pictures are useful to help give credit for your participation. You are encouraged to have a name card with your name clearly written and displayed in front of you for every class. The instructor will request permission to take your picture in the first few weeks of the class in order that he and/or the TA can become familiar with who you are in order to assign participation marks correctly.

All students in a group will receive the same grade for their e-Business plan (both the written report and in-class presentation). If there are problems with group dynamics, distribution of work across team members, response from “absentee team members,” etc., please notify the instructor as soon as possible. The instructor will take steps to help resolve problems, which may include reorganization of the group into smaller teams and/or a redistribution of the final marks across the group.

During Week #2, students will identify their e-Business ideas and form their groups. More details about the e-Business Plan project and the requirements for both the **written report** and **in-class presentation** will be given in Week #6 and posted on Avenue.

In Weeks 7 and 9, during class time, the instructor will meet with each group and evaluate the work done by each individual group member. Students are asked to be prepared during these weeks to show any work they have done on the project and to be asked questions concerning the work they have done.

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Note that students will be required to submit their final written e-Business plan reports via Avenue only. The reports must be submitted in Adobe Acrobat (PDF) format.

Late penalty: e-Business plan reports that are handed in late will receive a reduction equivalent to one letter grade each day that the report is late. For example, an “A” paper would receive an “A-” if it were one day late, a “B+” if it were two days late, etc.

ACADEMIC DISHONESTY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results in, or could result in, unearned academic credit or advantage. This behaviour can result in serious consequences (e.g., the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university).

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty, please refer to the Academic Integrity Policy located at: www.mcmaster.ca/academicintegrity

The following illustrates only three forms of academic dishonesty:

1. Plagiarism (e.g., the submission of work that is not one’s own or for which other credit has been obtained).
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations

ONLINE COURSE COMPONENTS

In this course we will be using email and Avenue-2-Learn. Students should be aware that when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure.

If you have any questions or concerns about such disclosure, please discuss this with the course instructor.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

Students may request relief from a regularly scheduled midterm, test, assignment or other course components. Please refer to the policy and procedures on the DeGroote website at the link below:

<http://ug.degroote.mcmaster.ca/forms-and-resources/misled-course-work-policy/>

STUDENT ACCESSIBILITY SERVICES

Students who require academic accommodation must contact Student Accessibility Services (SAS) to make arrangements with a Program Coordinator. Academic accommodations must be arranged for each term of study. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or e-mail sas@mcmaster.ca.

For further information, consult McMaster University's Policy for Academic Accommodation of Students with Disabilities:

<http://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicAccommodation-StudentsWithDisabilities.pdf>

POTENTIAL MODIFICATIONS TO THE COURSE

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

RESEARCH USING HUMAN PARTICIPANTS

All researchers conducting research that involves human participants, their records or their biological material are required to receive approval from one of McMaster's Research Ethics Boards before (a) they can recruit participants and (b) collect or access their data. Failure to comply with relevant policies is a research misconduct matter. Contact these boards for further information about your requirements and the application process.

McMaster Research Ethics Board (General board): <https://reo.mcmaster.ca/>

Hamilton Integrated Research Ethics Board (Medical board): <http://www.hireb.ca/>

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The research activity involving human participants outlined in this course syllabus has been reviewed by the Business & Engineering Student Research Ethics Committee (BESREC) and received ethics clearance. If you have any concerns or questions about the way this research activity is conducted, please contact:

McMaster Research Ethics Secretariat
Telephone: (905) 525-9140 ext. 23142
c/o Research Office for Administrative Development and Support
E-mail: ethicsoffice@mcmaster.ca

ACKNOWLEDGEMENT OF COURSE POLICIES

Your registration and continuous participation (e.g. on A2L, in the classroom, etc.) to the various learning activities within this course will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies cannot be invoked at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

COURSE SCHEDULE

Week	Date	Topic / Event	Readings
1	Jan 10	Course overview. Evolution of e-Business.	Chapter 1
	Jan 10 - 17	Online Discussion #1 - Shopify	
2	Jan 17	Pitch of e-Business Ideas. Formation of groups for the e-Business Plan project. The e-Business Strategy Framework. Strategic Technology Trends Uber case study	Chapter 2 Article (“Top 10 Strategic Technology Trends for 2020”) Uber articles & videos posted on Avenue
	Jan 17 - 24	Online Discussion #2 - eGovernment	

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Week	Date	Topic / Event	Readings
3	Jan 24	External (Industry) Analysis. Case Study Discussion of Estonia	Chapter 3 Case #11 (Estonia) Article (“Estonia: A Model for e-Government)
	Jan 24 - 31	Online Discussion #3 - eGroceries	
4	Jan 31	Internal (Organizational) Analysis. Case Study Discussions of Tesco and Loblaws	Chapter 4 Case #1 (Tesco) Loblaws articles
5	Feb 7	Strategy Options in e-Business Markets. The 7Cs Framework. In-class Test	Chapter 5
6	Feb 14	Overview of e-Business Plans. E-business Strategy Implementation. Research Ethics. Opportunity Analysis. <u>Case Study Assignment Released.</u>	“Creating an e-Business Plan” chapter (see courseware pack) Chapter 13
	Feb 21	READING WEEK – NO CLASS	

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Week	Date	Topic / Event	Readings
7	Feb 28	Internal Organization of e-Business Activities. <u>Case Study Assignment Due.</u> e-Business Plan Project Check-In	Chapter 9 Case #15 (Spreadshirt) Case: Unmade
	Feb 28 - March 6	Online Discussion #4 – Mobile Commerce	
8	March 6	Mobile Commerce and U-Commerce. Implementation Metrics. Case Study Discussions of Novartis SMS for Life and M-PESA	Chapter 12. Case #19 (Novartis SMS for Life). Case #21 (M-PESA)
	March 6 - 13	Online Discussion #5 – MIRA Physiotherapy	
9	March 13	Capital Infrastructure. MIRA Physiotherapy case study discussion. e-Business Plan Project Check-In	MIRA Physiotherapy articles & videos posted on Avenue.
10	March 20	Presentations of e-Business Plans	Mandatory Participation
11	March 27	Presentations of e-Business Plans	Mandatory Participation
12	April 3	Presentations of e-Business Plans Student evaluations take place this day	Mandatory Participation
13	April 10	e-Business Plan Reports Due. No physical class.	