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**COURSE # INFO 1000**

E-Commerce Techniques for Small Business

**Instructor**

**Instructor:**

**Phone:**

**Email:**

**Office Hours:**

**Course**

# **Course Description:**

This course will introduce students to strategies and best practices for analyzing a target market, designing an online business, and implementing an e-Commerce solution. Additionally, this course will discuss online marketing, branding, usability, search engine optimization, personalization, rapid development, theming, and security by using an online learning community. Successful completion will require implementation of an online business.

Prerequisite: Basic Computer Proficiency or IM 1010 strongly recommended

# **Course Objectives:**

Upon successful course completion, students should be able to:

1. Describe the fundamentals of e-Commerce: traffic, conversion, building relationships
2. Research established businesses and competitors
3. Obtain a domain name and host a website
4. Create a basic budget
5. Use a Content Management System (CMS) for rapid website development
6. Implement site navigation, sidebars, widgets, checkout/shopping carts, and secure payment strategies
7. Build user stories and personas, and conduct usability testing
8. Develop online marketing strategies and Search Engine Optimization (SEO)
9. Expand marketing through email, RSS, social media, and customer loyalty programs

# **Canvas**

Canvas will be the delivery system used in this course. Course information including the syllabus, assignments, and notes will be posted on Canvas. **NO** hard copies of handouts or notes will be distributed in class. All assignments will be turned in via Canvas.

# **Online Access to Weebly**

Students will need a user name and login to [www.Weebly.com](http://www.Weebly.com) (an online website development and hosting tool). Although Weebly.com offers free web hosting and development, each student will need to pay for a professional membership (educational discounts are given to enrolled students at 25% OFF). **Required by October 16th.**

# **Grading Policy**

Grades will be based on discussion posts, in-class participation, projects, and exams.

**Grade Breakdown:**

Discussion Leader – 20%

Discussion Posts– 10%

Final Project Rough Draft – 10%

Final Project (e-Commerce Website) – 30%

Exams (2) – 20%

Participation – 10%

Student Evaluations (SRIs) – 1% (extra credit)

The following table shows point totals and their corresponding letter grades.

|  |  |  |  |
| --- | --- | --- | --- |
| **Percent** | **Grade** | **Percent** | **Grade** |
| 94 + | A | 73-76 | C |
| 90-93 | A- | 70-72 | C- |
| 87-89 | B+ | 67-69 | D+ |
| 83-86 | B | 63-66 | D |
| 80-82 | B- | 60-62 | D- |
| 77-79 | C+ | < 60 | E |

# **Discussions**

We will be building an online learning community specific to e-Commerce and web design. An **online leaning community is a place on the web that allows members to facilitate a peer-to-peer learning environment**. Students in this class will contribute to this community by collaborating and participating in **ALL Canvas Discussions**. Topics for these discussions will be provided by both the student and the instructor.

**Each student will need to make an initial post due the date listed below**

**ALSO**

**TWO classmate replies are required, which will be due the day of the peer evaluation.**

Because these online learning communities require participation and collaboration, **each student will be required to participate as a discussion leader**. A discussion leader’s main responsibility is to ensure classmates understanding of each discussion topic. This is done by responding to classmates posts, asking questions, and providing additional material through research. Discussion leader(s) participation is **due midnight** prior to the following discussion post. Once a discussion is closed, student evaluations will be sent out to assess discussion leader(s) participation. Discussion leaders will be graded solely on peer evaluations.

# **Final Project**

There will be one final project this semester. This project is to build an e-Commerce website that includes all concepts discussed throughout the semester. A rough draft of this project will be turned in and shared with classmates for peer-to-peer evaluations, which will be worth 10% off the final grade. This project will be created and hosted with the online website, Weebly.com. At the end of the semester, each student will present their website to the class. Projects will be graded by the instructor based on peer evaluations of the presentation.

# **Exams**

There are two exams that will be given this semester. Each exam will include discussion topics and key terminology introduced throughout the course. Exams will be taken in class on Canvas during the time allocated on the schedule below. No exam can be taken late, so please make your schedule available during these times.

# **Participation**

Participation is required! Your grade for participation will include the following:

1. Discussion responses
2. Discussion leadership
3. Final Project rough draft peer evaluations
4. Final Project peer evaluations
5. In-class participation

# **Accommodations**

Students who need accommodations should contact the UVU Accessibility Services Department (ASD), located on the Orem Campus, in LC 312. To schedule an appointment, or speak with a counselor, call the ASD office at 801-863-8747, or for Deaf/Hard of Hearing individuals, use the video phone number, 886-760-1819.

**ABET Accreditation**

The **Information Systems program** at UVU is accredited by the Computing Accreditation Commission of the Accreditation Board for Engineering and Technology (ABET). In addition, the Information Systems and Technology (IS&T) Department plans to seek accreditation for the Information Technology program in the near future. According to ABET, “accreditation is proof that a collegiate program has met certain standards necessary to produce graduates who are ready to enter their professions” (<http://www.abet.org/why-accreditation-matters/>).

The IS&T Department follows strict data collection, curriculum, and assessment standards to maintain ABET accreditation. To ensure both Information Systems and Information Technology programs strive to meet the standardized outcomes, the following outcomes will be assessed in this course:

(a)      An ability to apply knowledge of computing and mathematics appropriate to the discipline [IS, IT]

# **Course/Lab Fees**

Students taking INFO classes paid course fees to help defray the costs of providing you with the best computer education. These fees help pay a portion of the allocated printouts, file servers, networking infrastructure, lab computers, overhead projectors, support hardware, presentation software, lab computer software, file server software, associated software, etc.

# **Academic Honesty**

Academic dishonesty will not be tolerated. The penalty for a first offense is failing grade for the assignment or test, and that assignment or test cannot be redone. The penalty for a second offense is course failure, and you will be reported to the IS&T Department Chair, the dean’s office, and Student Advising. Please read the complete ‘Student Rights and Responsibilities’ section in the UVU Catalog. The following statements are derived from that catalog:

“Cheating is the act of using, attempting to use, or providing others with unauthorized information, materials, or study aids in academic work. Cheating includes, but is not limited to, passing examination answers to, or taking examinations for someone else, or preparing or copying others’ academic work.”

Cheating includes copying assignments from another student or using a substantial portion of another student’s work as your own work. In other words, if it appears to the professor that the work of two or more students is substantially the same, those students receive a failing grade for that work and will be reported to the department.

# **Course Evaluations**

UVU is dedicated to providing quality academic experiences for students. Help us identify areas where professors can improve their teaching by participating in the Student Ratings of Instructor (SRI). Your confidentiality is assured. Your feedback is critical to help us improve the teaching and learning at UVU. The online SRIs will be available toward the end of the semester and will be worth 1% extra credit on the final grade.

# **Course Outline INFO 1000 (subject to change)**

|  |  |  |  |
| --- | --- | --- | --- |
| DATE | Wk | TOPIC | DUE |
| **Aug 26th** | **1** | Course introduction, syllabus review |  |
| **Aug 28th** | **1** | Overview of e-Commerce |  |
| **Sept 2nd** | **2** | Business ideas and research competitors |  |
| **Sept 4th** | **2** | Online business best practices | ***Discussion Post 1*** |
| **Sept 9th** | **3** | Online business proposal | ***Submit business idea (optional)*** |
| **Sept 11th** | **3** | Target audience, and user stories | ***Discussion 1 Peer review***  ***Discussion Post 2*** |
| **Sept 16th** | **4** | Budget building  Budgeting best practices |  |
| **Sept 18th** | **4** | e-Commerce revenue cycle | ***Discussion 2 Peer review***  ***Discussion Post 3*** |
| **Sept 23rd** | **5** | Domain and web hosting |  |
| **Sept 25th** | **5** | Research web hosting | ***Discussion 3***  ***Peer review***  ***Discussion Post 4*** |
| **Sept 30th** | **6** | Wireframe for a website |  |
| **Oct 2nd** | **6** | Wireframe for a website | ***Discussion 4 Peer review***  ***Discussion Post 5*** |
| **Oct 7th** | **7** | Graphics/branding: logo, banner, background images |  |
| **Oct 9th** | **7** | Graphics/branding: logo, banner, background images  Exam Review | ***Discussion 5 Peer review***  ***Discussion Post 6*** |
| **Oct 14th** | **8** | **Exam 1** | **Exam 1** |
| **Oct 16th** | **8** | \*\*\*Fall Break\*\*\* | ***Create a Weebly Account*** |
| **Oct 21st** | **9** | Home and information pages best practices | ***Discussion 6 Peer review***  ***Discussion Post 7*** |
| **Oct 23rd** | **9** | Weebly web design – Home and information pages |  |
| **Oct 28th** | **10** | Usability test case planning and administration best practices |  |
| **Oct 30th** | **10** | Weebly web design – Usability test case planning and administration |  |
| **Nov 4th** | **11** | Online marketing best practices | ***Discussion 7 Peer review***  ***Discussion Post 8*** |
| **Nov 6th** | **11** | Weebly web design – Marketing plan | ***Final Project Rough Draft*** |
| **Nov 11th** | **12** | Search engine optimization (SEO) best practices | ***Final Project Rough Draft*** |
| **Nov 13th** | **12** | Weebly web design – Search engine optimization (SEO), Online security, secure payments |  |
| **Nov 18st** | **13** | Store, checkout, and shipping strategies best practices | ***Discussion 8 Peer review***  ***Discussion Post 9*** |
| **Nov 20rd** | **13** | Weebly web design – Store, checkout, and shipping strategies |  |
| **Nov 25th** | **14** | \*\*\* Thanksgiving Holiday \*\*\* |  |
| **Nov 27th** | **14** | \*\*\* Thanksgiving Holiday \*\*\* |  |
| **Dec 2nd** | **15** | Impact of social media on e-Commerce  Weebly – Social media widgets, email, and testimonials | ***Discussion 9 Peer review***  ***Discussion Post 10*** |
| **Dec 4th** | **15** | Presentations | ***Presentations*** |
| **Dec 9th** | **16** | Presentations | ***Presentations***  ***Discussion 10 Peer review***  ***Final Project Submission*** |
| **Dec 16th** |  | **Final Exam – 3:00PM to 4:50PM** | ***Final Exam*** |