

MGT 466 – Managing Electronic Commerce
New Mexico State University
Spring 2008

Instructor: Jeffrey Teich
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Office: GU 311; 646-3703
Office Hours: 8:20 – 8:50 AM TTH and 5:15 – 5:45 T after class and by appointment. Virtual (on-line) office hours at other times.
Skype chat: jeteich

Text: Turban, King, McKay, Marshall, Lee and Viehland (2008) *Electronic Commerce: A Managerial Perspective*

Miscellaneous articles, cases, and other items will be placed on WebCT

Course Description: This course surveys the emerging Internet technology involving business to business, business to consumer, and consumer to consumer forms of trade. Decision and negotiation techniques as well as auction and market trade mechanisms are covered. The emphasis of the course will be on reviewing the strategies of successful and unsuccessful Electronic Commerce companies.

Course Objective: Students will be exposed to a variety of Internet tools and business models. The course will help prepare students for entry into high technology industry or internet start-ups.

Grading	Points
Mid-term	100
1 Final Exam	100
Cases and Assignments (7 out of 14)	140
Paper and Oral Presentation	100
Total	440

Academic Integrity: Cheating will not be tolerated. When taking exams, eyes must remain on your own exam, with your work covered. If there is a suspicion of copying, you, or someone around you will be asked to move, as a first warning. After the second incident, you will be asked to leave. Any evidence of cheating on the exams themselves will lead to an automatic F in the class with possible follow-up discipline. Plagiarizing (eg. Cutting and pasting from documents found on the internet) will be treated similarly. Please refer to the student code of conduct for information regarding appeals processes etc.

- **Incompletes ("I" grades):** Given for passable work that could not be completed due to circumstances beyond the student's control (e.g., severe illness, death in the immediate family). These circumstances must have developed after the last day to withdraw from the course. Requests for "I" grades should be made to the instructor, but must be approved by the Management Department Head.
- **Withdrawals:** It is the responsibility of the student to know important dates such as University drop dates; last day to withdraw with a W is March 10th. Moreover, it is the responsibility of the student to officially withdraw from any class that he or she intends to drop.
- **Disabilities/Employee Relations:** Call the Director of Institutional Equity at 505.646.3635 with any questions you may have about NMSU's Non-Discrimination

Policy & complaints of discrimination, including sexual harassment. Call the Coordinator of Services for Students with Disabilities at 505.646.6840 regarding student issues related to the Americans with Disabilities Act (ADA) and/or Section 504 of the Rehabilitation Act of 1973. All medical information will be treated confidentially.

Projects: We will review a company and/or a case approximately every week. For each case or company reviewed, the class will write a 1-2 page report and response to questions, while one person (or team) will write a major report on the case (up to 10 pages) and present their results to the class. The 1-2 page papers will be the "cases and assignments" grades, and the major report will be the "paper and oral presentation" grade.

Managing Electronic Commerce- Tentative Class Schedule			
Week		Subject	Chapter
Jan	22	Overview of EC, Launching an Online Business	1,16
	29	E-MarketPlaces	2
Feb	5	Retailing, Consumer Behavior, Advertising	3,4
	12	B2B Private Markets, Auctions	5,10
	19	Exchanges Support Services	6
	26	E-Supply Chains	7
Mar	4	Midterm Exam (tentative)	
	11	E-Government, Web 2.0	8, 18
	18	Mobile Commerce	9
	25	Spring Break	
Apr	1	Security	11
	8	Payment	12
	15	Fulfillment	13
	22	Strategy	14
	29	Economics	15
May	8	Final Exam Thursday 8:30 – 10:00 AM	