
Miscellaneous articles, cases, company links and other items will be placed on Canvas frequently. When a company link is posted, please look over the website(s) and get a feel for its functionality and business model.

**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.

**Survival Kit:** [http://business.nmsu.edu/students/survival-kit](http://business.nmsu.edu/students/survival-kit)

<table>
<thead>
<tr>
<th>Grading</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term</td>
<td>100</td>
</tr>
<tr>
<td>1 Final Exam</td>
<td>100</td>
</tr>
<tr>
<td>Papers (2 @ 20 points each)</td>
<td>40</td>
</tr>
<tr>
<td>Powerpoint Presentation (1) with voice commentary on each slide</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>340</td>
</tr>
</tbody>
</table>

**Academic Integrity:** Cheating will not be tolerated. 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 Tues March 12th. 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:

Projects consist of one powerpoint presentation and two papers. Please check under files for two documents, one provides the “research questions” for the projects, and the other provides the “tools to help research a company”. All projects will be submitted via the assignment dropbox in canvas.

Powerpoints. Please sign up for a powerpoint presentation and due date in Canvas Pages. For each company reviewed, teams (3 members or fewer) or individuals will prepare powerpoint presentations with an embedded voice commentary on each slide. These will be posted to Canvas for all to be able to view. Don’t forget to include the team member names on the title slide if working in a team and all submit to Canvas (because of the design of Canvas).

1-2 page papers. The topic of these papers will be on any OTHER company (of the list provided) besides the company you chose for your powerpoint. You do not need to sign up for these. One paper is due by February 6th, and one paper is due after the midterm by March 6th. You may also work in teams (maximum three) on these if you wish, but all team members must submit individually on Canvas with all names posted at the top.

Exams: Exams will be conducted on Canvas. The midterm is tentatively scheduled for February 27th and the final is scheduled for May 1st. You’ll select ONE 60 minute interval to take the exam during the 24 hour day, midnight to midnight. Please clear your schedules for those dates and times.

<table>
<thead>
<tr>
<th>Week</th>
<th>Subject</th>
<th>Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 17</td>
<td>Overview of EC, Launching an Online Business</td>
<td>1,12 online</td>
</tr>
<tr>
<td>21</td>
<td>E-MarketPlaces</td>
<td>2</td>
</tr>
<tr>
<td>28</td>
<td>Retailing</td>
<td>3</td>
</tr>
<tr>
<td>Feb 4</td>
<td>Retailing</td>
<td>3</td>
</tr>
<tr>
<td>11</td>
<td>Online consumer behavior</td>
<td>4</td>
</tr>
<tr>
<td>18</td>
<td>Online consumer behavior</td>
<td>4</td>
</tr>
<tr>
<td>27</td>
<td>Midterm Exam (tentative)</td>
<td></td>
</tr>
<tr>
<td>Mar 4</td>
<td>B2B E-Commerce</td>
<td>5</td>
</tr>
<tr>
<td>11</td>
<td>E-Supply Chains and E-CRM online appendices</td>
<td>11 A and 11B</td>
</tr>
<tr>
<td>25</td>
<td>Innovative EC Systems</td>
<td>6</td>
</tr>
<tr>
<td>Apr 1</td>
<td>Innovative EC Systems</td>
<td>6</td>
</tr>
<tr>
<td>8</td>
<td>Social Networks and Web 2.0</td>
<td>7</td>
</tr>
</tbody>
</table>
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Powerpoints Please sign up for a powerpoint presentation and due date in Canvas Pages. For each company reviewed, teams (3 members or fewer) or individuals will prepare powerpoint presentations with an embedded voice commentary on each slide. These will be posted to blackboard for all to be able to view. Don’t forget to include the team member names on the title slide if working in a team and all submit to Canvas (because of the design of Canvas)

1-2 page papers The topic of these papers will be on any OTHER company (on the list provided) besides the company you chose for your powerpoint. You do not need to sign up for these. One paper is due before on February 6th and one paper is due after the midterm on March 6th. You may also work in teams (maximum three) on these if you wish, but all team members must submit individually on Canvas with all names posted at the top.

Obviously, those working in teams are expected to present a result that reflects this.

Jan 30 Google group 1
OR
Opentable group 2

Feb 6 quiBids.com group 3
Or
Ebay vs.Craigslist group 4
Or
Decide.com group 5

Feb 13 Pandora group 6
or
Milo group 7

Feb 20 moneyaisle group 8
Or
Feb 20 groupon vs grabitsite group 9

Mar 6 Combinenet group 10
Or
Fiverr group 11
Or
Rubiconproject.com group 12

Mar 13 payperpost and Izea group 13
Or
Backbid vs. hoteltonight app group 14
Or
Flightfox group 15

Mar 27 BzzAgent group 16
Or
Mar 27 Guru group 17

Apr 3 zillow group 18
Or
Foursquare group 19

Apr 10 climate.com group 20
Or
Intrade.com and predictwise.com group 21

Apr 17 Webvan group 22
OR
Truecar.com vs leasetrader.com group 23
Or
Zynga.com 24

Apr 24 prosper.com group 25
Or
Kickstarter group 26
Or
Quirky.com group 27