
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/academic/survival-kit](http://business.nmsu.edu/students/academic/survival-kit)

<table>
<thead>
<tr>
<th>Grading</th>
<th>Points</th>
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<tbody>
<tr>
<td>Mid-term</td>
<td>100</td>
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<tr>
<td>1 Final Exam</td>
<td>100</td>
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<tr>
<td>Papers (2 @ 20 points each)</td>
<td>40</td>
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<tr>
<td>Powerpoint Presentation (1) with voice commentary on each slide</td>
<td>100</td>
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<td><strong>Total</strong></td>
<td>340</td>
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**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 Monday, March 16th. 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. Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act Amendments Act (ADAAA) covers issues relating to disability and accommodations. If a student has questions or needs an accommodation in the classroom (all medical information is treated confidentially), contact:

Trudy Luken, Director
Student Accessibility Services (SAS) - Corbett Center, Rm. 244
Phone: (575) 646-6840 E-mail: sas@nmsu.edu
Website: http://sas.nmsu.edu/

NMSU policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status. Furthermore, Title IX prohibits sex discrimination to include sexual misconduct: sexual violence (sexual assault, rape), sexual harassment and retaliation.

For more information on discrimination issues, Title IX, Campus SaVE Act, NMSU Policy Chapter 3.25, NMSU's complaint process, or to file a complaint contact:

Gerard Nevarez, Title IX Coordinator
Agustin Diaz, Title IX Deputy Coordinator
Office of Institutional Equity (OIE) - O'Loughlin House, 1130 University Avenue
Phone: (575) 646-3635 E-mail: equity@nmsu.edu
Website: http://eeo.nmsu.edu/

Other NMSU Resources:
NMSU Police Department: (575) 646-3311 www.nmsupolice.com
NMSU Police Victim Services: (575) 646-3424
NMSU Counseling Center: (575) 646-2731
NMSU Dean of Students: (575) 646-1722

For Any On-campus Emergencies

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 the Canvas “Pages”. For each company reviewed, teams (2 members only) 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 (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 Feb 6th and one paper is due after the midterm but before March 13th. You may also work in teams (2 member) 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 scheduled for Feb. 23rd 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>Managing Electronic Commerce- Tentative Class Schedule</th>
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<tbody>
<tr>
<td>Week</td>
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<tr>
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<tr>
<td>Jan 15</td>
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<td>Feb 26</td>
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<td>Feb 2</td>
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<td>Feb 9</td>
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<td>Apr 1</td>
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<td>Apr 13</td>
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<td>Apr 20</td>
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<td>May 1</td>
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</table>

MGT 466 Project Schedule
Fall 2015

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Obviously, those working in teams are expected to present a result that reflects this. Please sign-up for the powerpoints in Canvas “Pages” by editing and saving the page.

Jan 30 Google group 1
Getairhelp.com group 2
quiBids.com vs. dropitlyoushop.com group 3
Ebay vs.Craigslist group 4

Feb 6 fuelerlinx.com group 5
Pandora group 6
aboutthedata.com group 7
medibid.com group 8
groupon vs grabitsite group 9

Feb 13 Combinenet (acquired by syquest) group 10
Fiverr group 11
Rubiconproject.com group 12
alltherooms.com group 13

Feb 20 Backbid vs. hoteltonight app group 14
Friendsurance group 15

Feb 27 BzzAgent group 16
Guru group 17

March 6 zillow group 18
Foursquare group 19
climate.com group 20
intrade.com (dead) group 21

March 13 Webvan (dead) group 22
Truecar.com vs leasetrader.com group 23

March 20 Zynga.com 24
prosper.com vs. upstart.com group 25

April 3 Ourcrowd.com group 26
Quirky.com group 27

April 10 Whatsapp.com group 28
Optionsaway.com group 29

April 17 Friendsurance.com group 30
Twitch.tv group 31
Eatwith.com group 32