COSC 3331.001 – E-Commerce Programming
Fall 2020 Course Syllabus

Schedule:

Lecture: TuTh 2:00 PM – 3:20 PM COB 211

Course Description:

The course deals with the technical aspects of e-commerce. Students will learn to design, build, and maintain a complete e-commerce website. Topics include: e-commerce modeling, designing, and implementing a website that meets user requirements, maintaining and setting up web servers, multi-tiered web architecture, database servers, accessing remote databases, shopping cart fundamentals, commerce server, advertising on the web, e-cash and electronic payments, and Internet security and encryption. Students will build their own projects.

Course Prerequisites:

The Object-Oriented Paradigm (COSC 1337)

Required Text Book:

Electronic Commerce, 12ed, Gary P. Schneider, CENGAGE Learning, ISBN: 978-1-305-86782-6

Contact Information:

Instructor: Dr. Yi Li
Email: yli@uttyler.edu
Office: COB 315.08
Office Hour: TuTh 10:30 am to 12:00 pm Office Hour will be held virtually on Zoom
                Make an appointment via email if you cannot meet during these times

Grading Policy:

Course evaluation will be based on the following:

Case Discussion (3 @ 5% each)	15%
Assignments (3 @ 10% each)	30%
Midterm	15%
Final Project	30%
Attendance & Participation	10%

Grading Rubric:

Weighted Total	Letter Grade
>= 90	A
>= 80 and < 90	B
>= 70 and < 80	C
>= 60 and < 70	D
< 60	F

Topics:

1. What is eCommerce
2. Networking and Internet
3. Webserver hardware and software
4. From idea to online
5. HTML CSS & Javascript
6. Cloud computing and AWS
7. Wordpress introductions, themes and plugins
8. Wordpress & Social media
9. Wordpress & Web analytics
10. Wordpress & eCommerce
11. E-Commerce Security
12. Database & Php

Course Objectives:

This course is designed to provide an understanding of eBusiness and the functions of such in a global environment by:
- Understanding the various eCommerce processes and models
- Awareness of global, social, legal and ethical issues
- Software, hardware, security, privacy and emerging trends in eBusiness
- Understanding of the technology infrastructure
- The necessary components of eCommerce
- Planning, analysis and implementation for an eCommerce business

This course draws upon and refines skills in:
- Computer skills
- Written and oral discussion and individual and team work
- Ethical implications of being a member of the business community

During this course the student will develop an understanding of:
- eCommerce types and business models
- The Internet, World Wide Web, construction of an eCommerce website, online security issues and payment systems
- eCommerce marketing, ethical, social and political issues
- Real world examples of business to consumer and business to business eCommerce
- Case studies that illustrate eCommerce concepts and issues

Computer Account Access:

Students will need a Patriot account and password for computer access. This information can be found at
http://www.uttyler.edu/ccs

Course Policies:

Extracurricular Course Costs – There may be additional costs relating to the use of cloud computing services. Additional information will be provided in class.

Case Discussion – Throughout the semester we will analyze business technology cases through Canvas. Students will post their discussion questions and answer others. More details will be provided in Canvas.

Assignments – Assignment exercises will be assigned during the semester to assist student practice with eCommerce technologies and measure student mastery.

Final Project – Students will work in teams to build a comprehensive website solution. More details will be provided in class.

Attendance and Participation – Attendance is a critical factor for student success. Attendance will be taken at the beginning of class for each class and students that arrive after attendance has been taken will be counted as an unexcused absence. To keep social distancing during the pandemic, you will need to scan a QR code posted on projector screen using your phone at the beginning of each class to sign your name on a linked google form. If you know that you cannot make it to class, please contact your Instructor PRIOR to class. For every unexcused absence, the student's final grade will be reduced by 1%. Five (5) or more unexcused absences will result in automatic failure for the course.

If students attend class every class day, they are guaranteed half of their attendance & participation grade. To earn the other half, students are expected to:

- complete all assignments and projects on time
- actively participate in:
  - class exercises
  - class discussions
  - discussion forums on Canvas
- be prepared for class, including having the slides, handouts, and exercises ready when needed
- be present and ask questions at the final presentations
- contribute postings to the discussion board

I consider the discussion board an extension of class time, so if students do not feel comfortable speaking up in class, they may compensate for this by participating more on the discussion boards.

Attendance and participation can greatly affect students' final grades for the better or for the worse. One needs to be active and involved in the class. If students are absent, late, silent, napping, uninterested, checking Facebook, or otherwise disengaged all semester, they should not expect to earn a high participation grade.

Course Examinations – There is only one exam - Midterm for this course. An official one-week notice will be provided preceding the exam. At least one class period prior to the exam, a review guide will be provided, detailing exam format, major topic coverage, problem descriptions and types, etc. Unless otherwise noted, no electronic devices will be allowed during the testing period including classroom computers, calculators, mobile or smart phones, etc. Examinations will be graded on as timely a basis as possible with results posted on Canvas. Relevant problems from graded exams will be discussed in a subsequent class. For the remainder of the semester, students are strongly encouraged to visit with the instructor during scheduled office hours to more fully discuss their examinations.

Missed Work – Business professionals must also take responsibility for attending all scheduled meetings and activities. Attendance is absolutely necessary in order to be successful in this class. We will cover a new topic each class period and each subsequent class will build upon prior skills and concepts. If you miss a class you will miss an entire topic and any materials and assignments passed out. Students who miss class are responsible for getting missed materials and lecture information on their own time from their peers. Students can check the due dates for assignments, discussions and project on Canvas. Points will be deducted for late submissions. A penalty of 20% will be deducted from your score for the first 24-hour period your work is late. A penalty of 50% will be deducted from your score for >= 24-hour period. No credit for >= 3 days. Weekend days will be counted.

Time Outside of Class – This course is a computer application course that requires students to complete computer application exercises and projects. It is the responsibility of the student to make a backup of all assignments or application projects. If your work is not saved and accessible by the instructor, then it cannot be evaluated and a grade of F will be given for that particular project or assignment. BACKUPS of projects and tests are imperative in order to avoid lost or damaged data.

Classroom Lab Rules –
- Please do not surf the Web during class unless instructed to access the Internet.
- Do not access inappropriate Web sites during class. This will lead to dismissal from the class.
- Please do not work on other computer assignments during class.
- Please do not talk to your neighbor during class.
- Please do not bring food or an uncovered drink into the computer classroom lab.
- Please do not order food to be delivered to the classroom.
- Do not use your phone during class.

Important Dates:

Date	Day	Description
08/24/2020	Monday	Courses Begin
09/04/2020	Friday	Census Date
09/07/2020	Monday	Labor Day
10/01/2020	Thursday	Final Filing Deadline for Fall 2020 Graduation
11/02/2020	Monday	Registration for Spring 2021 Begins
11/23-11/28		Thanksgiving Holidays
11/30-12/05		All Classes will Occur Online
12/07/2020	Monday	Study day & Final Exams Week Begins

Plagiarism:

Plagiarism will result in disciplinary actions. To spare yourself accusations of plagiarism review the following statements: (Adapted from SFSU Department of Computer Science cheating and plagiarism policy)

Plagiarism occurs when a student:
- submits the work of another student representing it a their own.
- allows another student to replicate or submit their work.
- submits code or portions of code with modifications in an effort to make it look original.
- fails to inform the instructor of collaborating with others on code or projects.

- posts assignments on internet sites for solutions.
- submits code found online and modified without proper citation.
- submits code found online with and used verbatim regardless of proper citation.

Plagiarism does not occur when a student
- has permission to collaborate on a program or project and list all collaborators.
- receives guidance from instructors or teaching assistants
- help with errors or provide tips on programming that will help others in the learning process.
- discuss requirements of an assignment and strategies for implementation
- inclusion of code copied form another source when properly cited and specifically allowed by instructor

Important Covid-19 Information for Classrooms and Laboratories:

Students are required to wear face masks covering their nose and mouth, and follow social distancing guidelines, at all times in public settings (including classrooms and laboratories), as specified by Procedures for Fall 2020 Return to Normal Operations. The UT Tyler community of Patriots views adoption of these practices consistent with its Honor Code and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff. Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email saroffice@uttyler.edu.

Recording of Class Sessions:

Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

University Policies

The following pages may be revised without notice. These policies can be found on UT Tyler's website:
http://www.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf

UT Tyler Honor Code – Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

Student Standards of Academic Conduct – Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

"Cheating" includes, but is not limited to:

- copying from another student's test paper or homework assignment;
- using, during a test, materials not authorized by the person giving the test;
- failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;

- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying any academic work offered for credit;
- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another person, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.

Unless otherwise specified, all work submitted for a grade must be completed by yourself. You are not to submit another person's work and claim it as your own. Plagiarism and/or collusion will result in disciplinary actions. To spare yourself accusations of plagiarism:

1. Do not show another student a copy of your work before it has been graded. The penalties for permitting your work to be copied are the same as the penalties for copying someone else's work.
2. Do not leave printouts of your work where other students may pick them up.

Students Rights and Responsibilities – To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:
http://www.uttyler.edu/wellness/rightsresponsibilities.php

Campus Carry – We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at
http://www.uttyler.edu/about/campus-carry/index.php

UT Tyler a Tobacco-Free University – All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

Grade Replacement/Forgiveness and Census Date Policies – Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. (For Spring, the Census Date is Jan. 30.) Grade Replacement Contracts are available in the Enrollment Services Center or at http://www.uttyler.edu/registrar. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date (Jan. 30th) is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy – Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Student Accessibility and Resources – In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources (SAR) office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria apply to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu.

Student Absence due to Religious Observance – Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities – If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time, the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement - It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation - Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

UT Tyler Resources for Students
UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
UT Tyler Counseling Center (903.566.7254)

Tentative Course Schedule and Assignments:
Scheduled dates may vary depending on the pace of the class.

Date	Concept	Assignment Due	Readings
Aug 25	Introduction to the course		
Aug 27	What is eCommerce		Chapter 1
Sep 1	Internet and Webserver		Chapter 2 & 8
Sep 3	Project work day		
Sep 8	Selling on the web		Chapter 3
Sep 15	HTML basics	Case Discussion	
Sep 17	Project work day		
Sep 22	HTML layouts		
Sep 24	HTML CSS & JavaScript		Chapter 7
Sep 29	Cloud Computing Theory	Assignment 1	
Oct 1	Project work day		
Oct 6	Cloud Computing with AWS		
Oct 8	Midterm		
Oct 13	WordPress Introduction	Case Discussion	
Oct 15	WordPress Themes		
Oct 20	WordPress Plugins		
Oct 22	Project work day		
Oct 27	WordPress and Social media		Chapter4 & 6
Oct 29	WordPress and Web analytics	Assignment 2	
Nov 3	WordPress and eCommerce		Chapter 11
Nov 5	Project work day		
Nov 10	Php	Case Discussion	
Nov 12	Php		
Nov 17	Security		Chapter 10
Nov 19	Presentation		
Nov 24	No Classes – Thanksgiving		
Nov 26	No Classes – Thanksgiving		
Dec 1	Online Q&A session	Assignment 3	