

**Belk College of Business Administration, University of North Carolina at Charlotte**

**INFO 3240-001: E-BUSINESS SYSTEMS  
Spring 2017**

**Class Website and Primary communication channel:** Moodle 2 @ UNC Charlotte. Use a web browser to open the URL <https://moodle2.uncc.edu>. Login with your 49er credentials and select "INFO-3240-001-Spring 2017-20686".

**Instructor:** Dr. C. Subramaniam  
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**Class time:** MW 12.30pm-1.45pm  
**Room:** **339 Friday (Computer Lab, 3<sup>rd</sup> Floor, Friday Building)**, unless indicated otherwise by instructor  
**Office hours:** M 2.00pm-3.00pm; W 9.30am-10.00am  
By appointment at other times

**Catalog Description**

**INFO 3240. eBusiness Systems.** (3) Pre- or corequisite: INFO 3234 with a grade of C or above. A study of the evolving information technologies facilitating electronic business (eBusiness) and the business practices and strategies used to compete in the new wired global marketplace. Topics include the infrastructure for eBusiness, new business strategies and models, web design, and management strategies, and an exploration of a variety of technologies involved in eBusiness. (Spring)

**Course Objectives**

E-Commerce is defined as “buying and selling of goods and services over the Internet.” E-Business, includes e-commerce, and refers to “using Internet technologies to enable business processes within the organization and between organizations.” E-business forms the engine of modern businesses. The broad objective of this course is to help you understand the business principles and technological foundations of e-Business and to design a functional online channel for an organization.

The specific objectives of this course are:

- To provide students with a broad understanding of the business drivers and technological infrastructure that makes e-commerce and e-business possible
- To expose students to the vocabulary they need to meaningfully discuss current developments in e-commerce and e-business
- To develop practical skills in using Web programming technologies to develop e-business solutions
- To critically evaluate e-business models and Web design choices of organizations

We will use a combination of lectures, discussions, Web design exercises, and homework problems to make the course interesting, useful, challenging, and exciting. You will spend considerable time on hands-on problem solving of various Website related assignments in Visual Studio 2013.

### **Course pre-requisites/co-requisites:**

INFO 3234 or consent of the Department. Students are also expected to have basic skills in programming using an object oriented language, such as Visual Basic, Java, or C#. *It is your responsibility to make sure you meet the conditions on pre-requisites/co-requisites as this may affect your credit for this class.*

### **Course materials:**

The topics covered in this class include HTML 5, CSS, Javascript, JQuery, C# and ASP.Net. The main development platform we use in this class is ASP.Net. We will use select chapters from the following two books, which are available for free as e-books from the UNCC Atkin's Library.

**Book #1:** Beginning ASP.Net 4.5 in C# by Matthew MacDonald, APress, 2012

**Book #2:** HTML5 Programming for ASP.Net Developers by Bipin Joshi, APress, 2012

Instructions for accessing the above e-books for free from UNCC Atkin's Library are posted on Moodle. You may find other web resources on the topics covered in our class and you are free to use them for learning. However, make sure to have the above two books since they will be referred by your instructor. If you prefer, you may purchase physical copies of the above books, but please keep in mind that we will cover only a few chapters from these books for our class.

### **Other materials:**

The instructor will post on Moodle additional notes and problem sets as part of the learning materials. Please make sure that you read these notes and practice solving the problem sets.

### **Software:**

We will be using Visual Studio 2013 Professional edition software in this class. Each student enrolled in this class will be given access to DreamSpark (changed from MSDNAA), from where you can download Visual Studio 2013 Professional edition for free and install it on your personal computer (home system/laptop). According to university policy, access to DreamSpark will be made available after the add/drop deadline. Microsoft has other versions of Visual Studio, including Visual Studio 2015. I strongly recommend not using any other software except Visual Studio 2013 Professional, so that there are no conflicts between what you use in the labs on campus and on your own systems.

You may want to make sure that your home system/laptop hardware can run Visual Studio 2013 Professional edition. You cannot run Visual Studio 2013 on a Mac. If you are using Mac, the best option is to run Windows in Bootcamp mode or run Vmware with Windows image and

install Visual Studio. The student labs in the Friday building all have Visual Studio 2013 installed for your convenience.

**It is strongly suggested that you take care of this installation as soon as access to DreamSpark is available so that you can practice what we learn in the class without delay.**

### **Grading**

<b>Component</b>	<b>Points</b>	<b>Group/Individual</b>
Examinations 2 Exams @ 200 points each Final Exam	400 200	Individual
Homework assignments	150	Individual
Final Project	120	Group
Quizzes, In-class assignments & Participation	130	Individual/Group
<b>Total</b>	<b>1000</b>	

- A:  $\geq 900$
- B:  $\geq 800$  and  $< 900$
- C:  $\geq 700$  and  $< 800$
- D:  $\geq 600$  and  $< 700$
- F:  $< 600$

### **Exams and make-up exams**

There will be 2 mid-term examinations and a final exam in this course. Please mark the exam dates on your calendar. In the event that a student misses an exam with **prior-approved excuse before the exam date** (all requests must be accompanied by appropriate supporting documentation), the student will be given a make-up exam. Make-up exams will NOT be given immediately after each exam. Instead, all make-up exams will be scheduled towards the end of the semester. This make-up exam is intended to cover all situations including cars that won't start, race traffic, out-of-town games, random family vacations, big finance midterm later in the day, fishing in a bass tournament, etc. The date for the make-up exam will be announced by the instructor. THERE WILL BE NO MAKE-UP FOR THE FINAL EXAM.

### **Homework assignments**

You will have homework assignments covering the various course topics. Each student must develop his or her own solutions to the assigned homework. Students may not "work together" on homework assignments. Such collaboration constitutes cheating, unless it is a group assignment. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own.

### **Quizzes and in-class assignments**

To ensure that students stay current with the assigned readings, the instructor will give several short quizzes and in-class assignments during the semester. These activities will focus on the current topics, assigned readings, and review questions. These activities can be given at any time during the class and will be determined by the instructor. **There are no make-up for the quizzes or in-class assignments under any circumstance.** Instead, you will be allowed to drop one quiz or in-class assignment which you missed or with the lowest grade.

### **Attendance**

**Regular attendance is necessary for doing well in this course. It has been my observation that students who miss more than 3 or 4 classes are most likely to end up with a failing grade in this class. However, when you attend class, it is important to not arrive late or leave early as it is very, very disruptive.** When you miss class, you are responsible for any material covered, announcements made, assignments passed out, and any other type of work missed during your absence. The quizzes, mid-term exams and final exam may contain material that is not in the slides or handouts but covered in the class.

Attendance will be taken at random in class during the semester and will be counted towards your grade (as specified later in this document). Attendance will be an important factor in making borderline grade decisions. Besides, there are a number of good reasons to attend all classes:

- some topics discussed in the class are not covered adequately in the textbook and the instructor may present alternative and better approaches.
- **historically, those who skip the class tend to make less than their target grades.**
- **instructor may refuse to answer questions already covered in class but missed due to absenteeism.** A student that misses a class is responsible for obtaining any needed information (e.g., notes, announcements) from fellow students.

***Tardiness or early departure is highly disruptive and is strongly discouraged in my class. Recurrence of such disruptive behavior will lead to deduction of points and the student being asked to leave the class.***

### **Class participation**

Meaningful participation in class includes answering questions posed to the class by the instructor, adding insightful comments or information to the topics being discussed, sharing information relevant to the discussion topic, and asking thoughtful questions that raise the level of discussion for the benefit of the entire class. However, students should refrain from discussions or behavior that disrupts the general learning environment in the class. Such disruptive behavior will be treated seriously and will result in loss of grade points.

### **Class behavior**

Disruptive behavior in class distracts from the ability of others to profit from their in-class experience. Such disruptive behavior includes arriving late, leaving early, using cell-

phone/smartphones in class without the instructor's explicit permission, surfing the net during the class, side conversations between two or more students during lecture, unnecessary comments that add no value to class, and any activities that negatively impact the ability of other students to learn and/or listen in class. Such behavior will be considered rude and inappropriate and **will not be tolerated**. Since it is my responsibility to provide an environment that is conducive to learning for everyone in the class, I will deduct points from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, I will have the student permanently removed from the class.

Please avoid spending class time working on assignments for other classes, checking e-mail, surfing the Web, or printing out homework. Repeated engagement in such behavior will be reflected in lower grades and may lead to removal from the course.

### **Electronic Devices in Class**

Use of cellular phones, pagers, CD players, radios, and similar devices are prohibited in the classroom and laboratory facilities. Cellular phones **MUST BE TURNED OFF/SILENCED DURING CLASS** and students are strongly discouraged from checking their cell-phone messages when the class is in progress. Pagers must be set to vibrate, rather than beep. Use of instant messaging, email or other communication technologies during class time is prohibited. You may use a laptop to take notes during the class, but this should be done without distracting other students and without distracting you from the topic of discussion. Calculators and computers are prohibited during examinations and quizzes, unless specifically allowed by the instructor.

*I will take very seriously any distraction caused by violating the above policies. Any member of the class should feel free to let me know if any electronic device usage behavior of fellow student is distracting her/his learning experience. Such complaints will be treated as confidential, but will help me to take appropriate action to provide a positive learning environment in the class.*

Students violating the electronic devices policies will be marked for disruptive behavior and may be asked to leave the class. Their grade will also be affected according to the rules of class participation points (page 4 of this document).

### **Due dates for submitting work**

Students are expected to complete the homework and other assignments and submit by the specified deadline. Late homework submission is allowed for 24 hours beyond the scheduled deadline, but will incur a 25% penalty. After that period, your homework will not be accepted, and you will receive a 0 for that assignment. **No exceptions will be made.** If you know you will miss class, make arrangements to turn in your work ahead of time.

### **Quality of Work**

The expectation is for **professional quality** work both in terms of **content and presentation**.

- Spelling, grammar, punctuation, clarity of expression, and presentation will count in every piece of work you do for this course. If you have trouble with spelling, grammar or punctuation, have someone proofread your package.

- Your grade will be based on what you say or write and how you present it. It becomes difficult to read for content if the mechanics are sloppy, and a superior job may not be recognized as such if presented in an error-laden package.
- Good ideas sloppily expressed will receive mediocre grades, as will flashy presentations that lack content.
- Students whose native language is not English must meet the same quality requirements as others

All work submitted for evaluation (including group and individual work) must be neat and clearly marked indicating the question/case to which it relates. Work submitted online must have all files named appropriately so that the instructor can easily understand what the file represents. The instructor will not spend time going through all your files in order to find your submitted work. Even though this is not a language class, the instructor will deduct points for typos or grammatical errors in submitted work. Whether it is individual work or group work, it is a good idea to thoroughly review it before submitting it. Do not ask/expect the instructor to review your work before submission for opinions or feedback.

### **Instructor's help for homework and project**

As you practice various sample problems in this class, you will invariably encounter programs that do not work. You will be taught simple ways to identify problems and debug your web pages. It is your responsibility to pay attention to discussions in class related to debugging. If you are not able to identify the errors, I will be happy to go through the program with you and help you identify the problems. I can provide any amount of help with the examples and practice problems. But, I cannot provide any help with your homework assignments or your project, if you face any problems. Specifically, I cannot take a look at your homework or project before the submission in order to identify/correct bugs/errors or to judge how well the work meets the requirements. It is your responsibility to understand the correct use of the logic and language elements and debug your programs. I strongly advise you to try to solve the examples and practice problems by yourself, so that it is easy for you to understand and debug your homework assignments and project.

### **Team Work**

The Project is a team exercise. You will be assigned to teams and are responsible for organizing yourselves, dividing up the work, and deciding how relative contributions should be measured. It is your responsibility to **promptly** inform the instructor of any dysfunctional team dynamics and to solicit his help.

It is the responsibility of the team to ensure that all team members understand all concepts related to the completed projects and presentations. If any member has not demonstrated adequate mastery of these skills, it is the responsibility of the team to evaluate and compensate him or her appropriately. The instructor may ask questions about any completed project or presentation to any team member and any incomplete or unsatisfactory answers will affect the team grade. The instructor may announce additional measures to obtain feedback on group member contributions and institute appropriate grade penalty for lack of participation. However, this grade penalty will be limited to the course-work that are group-based.

### **No Extra Credit for this Class**

As a course policy, there are no extra-credit opportunities in this class. Your final grade will be determined based on your performance in the various grading components shown on page 3 of the syllabus. Please do not depend on any extra credit opportunities to improve your grade later in the semester.

### **Grade Appeals**

If you believe that the grade you received on an assignment, exam or other graded course component was in error or unfair, you can appeal to the professor in writing within 5 calendar days of the receipt of your grade. The appeal should clearly state the reasons why you believe the grade to be unfair or the nature of the error. Overdue appeals will not be considered.

### **Incomplete grade for this class**

An “incomplete” is not based on a student’s failure to complete a given work or as a means of raising his/her grade by doing additional work after the grade report time. An incomplete grade can be given only when a student has a serious medical problem or other extenuating circumstance that legitimately prevents completion of required work by the due date. In any case, the student's work to date, and before the interruption, should be passing, and the student should provide proper written proof (e.g., a doctor's note), in order to get an 'I' grade.

### **Exam Ownership**

Exams take many hours to prepare and, as a form of intellectual property, belong to those who create them (your professors). Consequently, exams must remain in my possession or under my control at all times unless you are given explicit written permission to keep them.

**This means that exams cannot be taken out of the room during their administration or during their review at a later class meeting, unless permitted by the instructor.**

Students are encouraged to review their exams during office hours or by appointment for study purposes. However, failure to return an exam after taking or reviewing it or removing an exam from my presence at any time will be considered theft of intellectual property. Such action will result in an exam grade of zero and may warrant further disciplinary action.

### **Accommodation for Disabilities**

In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to “reasonable accommodations.” Please notify the instructor during the first week of class of any accommodations needed for the course.

### **Academic integrity**

As a program that helps to create business and government leaders, the College of Business has an obligation to ensure academic integrity is of the highest standards. Standards of academic integrity will be enforced in this course.

University regulations will be strictly enforced in all cases of **academic irregularities, cheating or plagiarism** or any variations thereof. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be

that a student's submitted work, examinations, reports, and projects must be that of the student's own work.

All UNCC students have the responsibility to be familiar with and to observe the requirements of **The UNCC Code of Student Academic Integrity** (see the Catalog). This code forbids cheating, fabrication or falsification of information, multiple submission of academic work, plagiarism of written materials and software projects, abuse of academic materials (such as Library books on reserve), and **complicity in academic dishonesty** (helping others to violate the code). Additional examples of violation of the Code include representing the work of others as your own.

For this class, it is permissible to assist classmates in general discussions of computing techniques. General advice and interactions are encouraged. Each person, however, must develop his or her own solutions to the assigned homework and laboratory exercises. Students may not "work together" on graded assignments. Such collaboration constitutes cheating, unless it is a group assignment. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own. If you need help on an assignment, contact your instructor or the TA, not other classmates. Any further specific requirements or permission regarding academic integrity in this course will be stated by the instructor, and are also binding on the students in this course.

Students who violate the code can be punished to the extent of being **permanently expelled** from UNCC and having this fact recorded on their official transcripts. The normal penalty is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases, the course grade is reduced to "F." If you are unclear about whether a particular situation may constitute an honor code violation, you should meet with the instructor to discuss the situation. Also, students are expected to **report cases of academic dishonesty** they become aware of to the course instructor who is responsible for dealing with them.

If you do not have a copy of the code, you can obtain one from the Office of the Dean of Students.

### **Class Schedule & Changes**

The preliminary schedule for this class is given on the next 2 pages. However, the instructor reserves the right to make any necessary changes to the course content, schedule, and policies as appropriate without adversely affecting the learning objectives. Please always refer to the latest class schedule and announcements posted on the Moodle class page.

### **Have a great semester this Spring at UNCC.**

*The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.*

Tentative Class Schedule (updated 1/5/17)

Date	Topic	Readings / Work due <sup>1</sup>
9-Jan	Introduction and course overview	Syllabus
11-Jan	Building E-Commerce Presence	PPT posted on Moodle
<b>16-Jan</b>	<b>Martin Luther King Day – No Class</b>	
18-Jan	Creating website and content in Visual Studio 2013	Book #1 Chapter 1: The Big Picture  Book #1 Chapter 4: Visual Studio
23-Jan	Creating website and content in Visual Studio 2013	Book #2 Chapter 1: Overview of HTML5 and ASP.Net 4.5
25-Jan	HTML5 and Cascading Style Sheets	Book #2 Chapter 1: Overview of HTML5 and ASP.Net 4.5
30-Jan	HTML5 and Cascading Style Sheets	
1-Feb	Web Page Layout with CSS and Master Pages	
6-Feb	Web Page Layout with CSS and Master Pages	
8-Feb	JavaScript & jQuery	Book #2 Chapter 2: Overview of jQuery
13-Feb	JavaScript & jQuery	
15-Feb	JavaScript & jQuery	
20-Feb	ASP.Net Form Controls	Book #1 Chapter 5: Web Form Fundamentals  Book #1 Chapter 6: Web Controls
22-Feb	ASP.Net Form Controls	

<sup>1</sup> Book #1 and Book #2 refer to the books listed on page 2 of the syllabus.

Date	Topic	Readings / Work due <sup>1</sup>
27-Feb	ASP.Net Form Controls	
<b>1-Mar</b>	<b>Exam 1</b>	
<b>6 &amp; 8 – Mar</b>	<b>Spring Break - No Classes</b>	
13-Mar	ASP.Net Form Controls	
15-Mar	ASP.Net Database Controls	Book #1 Chapters 14, 15 & 16
20-Mar	ASP.Net Database Controls	
22-Mar	ASP.Net Database Controls	
27-Mar	ASP.Net Database Controls	
29-Mar	ASP.Net Database Controls	
3-Apr	ASP.Net Website Security & Authentication	Book #1: Chapters 19, 20 & 21
<b>5-Apr</b>	<b>Exam 2</b>	
10-Apr	ASP.Net Website Security & Authentication	
12-Apr	Transaction Logic, Shopping Cart & Payments	
17-Apr	Transaction Logic, Shopping Cart & Payments	
19-Apr	AJAX Controls	
24-Apr	Mobile Web Pages	
26-Apr	<b>Catch up day or Open Lab for Project</b>	
<b>1-May</b>	<b>Final Exam</b>	
<b>10-May</b>	<b>Final Project presentations (11.00am-1.30pm) in lab 339 Friday</b>	