

TOWSON UNIVERSITY
College of Business and Economics
Spring 2009

- Course:** EBTM 469 Current Development in e-Business
Section 101: Tuesdays, 6:30 PM - 9:10 PM
Stephens Hall Room 311
- Instructor:** Lawrence E. Burgee, Ph.D.
Assistant Professor
Department of e-Business and Technology Management
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LearnOnline/Blackboard: bbweb.towson.edu (EBTM469B)
- Office Hours:** Thursdays & Fridays, 3:00 PM - 4:30 PM.
- Required Text:** *Designing Web Usability: The Practice of Simplicity*, 1st Edition (12/99); Jakob Nielsen; New Riders Press; ISBN 1-56205-810-X.
This book is about \$35 new and \$10-20 used. Used books are fine!

Other Resources:

In order to gain "real-world" experience, students will register one or more web domains and create and host one or more websites utilizing a major web hosting service. Students will need a credit or debit card and will need to expend \$30-\$40 for the domain(s) purchase and hosting. Students will also need a 1 GB (or higher) USB Flash Drive (\$5-\$20) for storage and backup of their websites.

Additional reading materials will be provided periodically by the instructor to supplement the text and to illustrate real-world applications of the concepts discussed in class. Students will also be required to visit websites for additional information. Students should expect to incur some printing costs for articles.

Students must have access to Blackboard, WebMail, WebDisk, and Microsoft Office 2007 (Word, Excel, PowerPoint, Access, SharePoint Designer, and Picture Manager). As this is an advanced course in e-Business, students are expected to already be familiar with the basic functions of these applications. Students can learn, enhance, and review the basics of these tools by visiting the OTS Self-Help Training Documents website at:

<http://www.towson.edu/adminfinance/ots/trainingdoc/selfhelpdoc.asp> .

Course Description:

This is an advanced special topics course in e-Business. The course offers solid preparation in current and advanced topics in e-Business. The topics for this semester are:

- Web usability and advanced website design;
- Mobile and wireless e-Business with a special focus on small-screen website design;
- International issues in e-Business (internationalization, localization, translation, etc.).

Prerequisites: special permit; EBTM 311, EBTM 411, EBTM 421, EBTM 367.

Learning Goals:

Upon completion of this course the student will be able to:

- Evaluate existing large-screen, small-screen, and international (multilingual) e-Business websites and perform usability analyses;
- Create detailed websites using Microsoft SharePoint Designer knowledge and incorporating information gained throughout the semester;
- Develop ability to synthesize and integrate information and ideas;
- Assess state-of-the-art e-Business processes and tools and examine how they can impact organizations competitiveness and business objectives;
- Gain additional proficiency in HTML and Microsoft SharePoint Designer;
- Enhance communication skills and apply these skills in various assignments;
- Work well in groups and apply this skill to the group project;
- Develop ability to work independently outside the classroom structure.

Course Requirements:

Exams

There will be two examinations as part of the course requirements. Exam 2 is non-cumulative and will be held during the Final Examination time block. See the Class Schedule for actual dates.

Unexcused absence from an examination will result in a zero (0) grade for that exam. Make-up exams will be given only if the student's absence has been excused by the instructor in advance. In cases of illness, a written excuse from the physician will be required.

Group Project

The group project will consist of teams selected by the students. The project will consist of a written paper, an oral presentation, and one or more websites. Guidelines for the group project will be posted on Blackboard early in the semester. All team members are expected to participate equally. Please note that the project may actually consist of two "mini-projects".

Website Usability Analysis

Each student will prepare a Website Usability Analysis of a business website related to the topical material currently being covered. Websites chosen are subject to the approval of the instructor. The assignment will consist of a concise written analysis and an oral presentation. The purpose of these presentations is to expose the class to a variety of interesting and informative websites. Presentations will occur on the dates shown in the Course Content Schedule.

Class Participation, Exercises & Assignments

Class participation is comprised of multiple activities, exercises, and assignments. Your class participation score is based on your completion of in-class exercises, group activities, and

homework assignments. There will be approximately 10-12 of these activities worth 5-15 points each. Most of the participation activities will be graded on a pass/fail basis. Additionally, there will be multiple class participation points attributed to each class. It is your responsibility to read all assigned materials and be prepared to discuss it on the appropriate date (see Course Content Schedule). *If the instructor feels that students are not reading and preparing for each class, pop quizzes may take the place of some components of class participation!*

Students are expected to **arrive on-time** and **attend all classes**. It is **not** possible to make up class work missed due to absence. The only exceptions to this rule will be for athletes who file the official documentation prior to a missed class, documented (doctor's note, etc.) cases of severe illness, or for religious reasons (must notify instructor at least 14 days in advance). Repeated lateness will result in lost class participation points. Food and drinks are prohibited from the classroom. Please **turn off or "quiet" your cell phones**. Do not use the classroom computers unless instructed to do so. The instructor has the ability and reserves the right to monitor classroom computer activity.

Grading:

The breakdown of points to determine your grades is as follows:

Exam 1	300 points
Exam 2	300 points
Group Project	200 points
Website Usability Analysis	100 points
Class Participation, Exercises & Assignments	<u>100</u> points
Total	1000 points

Grades will be given on the basis of the following final point totals:

A	940 points and above
A-	900 - 939 points
B+	870 - 899 points
B	840 - 869 points
B-	800 - 839 points
C+	770 - 799 points
C	700 - 769 points
D+	670 - 699 points
D	600 - 669 points
F	Less than 600 points

Notes:

1. Graded exams and projects may be retained by the instructor for future reference.

2. You are responsible for all material covered and any announcement made in any class session, whether you are present or not.
3. It is possible that certain components of Class Participation will be substituted as opportunities present themselves. This may include participation in one or more of the professor's research studies for which credit will be given.
4. Peer Evaluations for the Group Project may affect final point totals. In order to protect student confidentiality, final point totals are not divulged - just a letter grade.
5. Due to inclement weather or other unforeseen circumstances, it may be necessary to adjust the course content and schedule. The professor reserves the right to do this.

Inclement Weather / Class Cancellation:

In the event that a class is cancelled due to inclement weather or other adverse conditions, an alternate assignment will be posted on Blackboard within 24 hours.

Academic Integrity:

Students are expected to be familiar with and adhere to the Student Academic Integrity Policy as published in the Towson University Undergraduate Catalog (Appendix F - Code of Conduct). In particular, students should be familiar with the definitions of plagiarism, fabrication and falsification, and cheating. *Students caught engaging in any of these activities will be immediately dismissed from class and issued a grade of "F".*

University Policies:

Writing Skills - Students are expected to display college-level writing skills. Students who lack writing proficiency will be required to visit the Writing Lab for supplemental instruction.

Repeated Course - All students may repeat any course once. If repeating, you are advised to inform the instructor. For a third attempt, the student must obtain prior written approval from the Academic Standards Committee. If a student enrolls for a third attempt without permission, they do so at their own risk.

Students with Disabilities - If you have a documented disability and require accommodations to obtain equal access in a course, contact the instructor at the beginning of the semester and when given an assignment for which an accommodation is required. Students with disabilities must verify their eligibility through the office of Disability Support Services.

Course Withdrawal - Please note that the **last day to drop the class** is shown on the Towson University [Academic Calendar](#). Students that drop on or before this date will receive a "W" on their grade transcript. Withdrawal after that date will require an assignment of a letter grade for the course.

Notebook Computers:

We will be using notebook computers during classroom sessions in this course. All students will be issued instructions on the care and handling of these machines and must sign an agreement that they will abide by the rules of use. Students will also be expected to assist the instructor with the distribution and collection of the computers. You *must* bring your Towson University One Card or driver's license in order to check-out and use a computer.

Course Content Schedule:

Class	Date	Topics
1	Jan. 27	Course Introduction; Syllabus Web Usability / Advanced Website Design: Introduction
2	Feb. 3	Web Usability / Advanced Website Design: Page Design <i>Website Usability Analysis Guidelines & Schedule</i>
3	Feb. 10	Web Usability / Advanced Website Design: Content Design <i>Project Guidelines</i>
4	Feb. 17	Web Usability / Advanced Website Design: Site Design <i>Project - Choose Teams</i>
5	Feb. 24	Web Usability / Advanced Website Design: Additional Topics
6	Mar. 3	<i>Website Usability Analysis Presentations (Large-Screen Usability)</i>
7	Mar. 10	Exam 1
	Mar. 17	No Class - Spring Break!
8	Mar. 24	Mobile and Wireless e-Business: Introduction
9	Mar. 31	Mobile and Wireless e-Business: Small-screen Website Design
10	Apr. 7	Mobile and Wireless e-Business: Current Applications
11	Apr. 14	<i>Website Usability Analysis Presentations (Small-Screen Usability)</i> Mobile and Wireless e-Business: Future Applications
12	Apr. 21	International Issues in e-Business: Introduction <i>Project - Checkpoint</i>
13	Apr. 28	International Issues in e-Business: Internationalization and Localization
14	May 5	<i>Website Usability Analysis Presentations (International Usability)</i> International Issues in e-Business: Translation
15	May 12	<i>Project - Group Presentations; Written Projects Due;</i> <i>Project - Peer Evaluations; Course Evaluations; Course Wrap-up</i>
Tue.	May 19	Exam 2 (7:30 PM - 9:30 PM)