



**CSCI3333CYBI6314.01/91L: E-Commerce Systems and Implementation
Syllabus
Fall 2022**

Subject to any new Texas legislative mandate changes.

COURSE INFORMATION:

Meeting times: MW, 8pm - 915pm

Meeting location: LHSB 1.402, Brownsville Campus

Course Modality: TR (traditional face-to-face) for section 01; OSYNC (online synchronous) for section 91L

INSTRUCTOR INFORMATION:

Instructor Name: Liyu Zhang

Phone: (956) 882-6631

E-Mail: liyu.zhang@utrgv.edu

Office hours: TR 9 – 12 and by appointment

Office location: SETB 1.522, Brownsville Campus

COURSE DESCRIPTION, PREREQUISITES & MODE OF LEARNING

Course Description (Catalog) Presents the principles (of) E-commerce implementation, examining specific examples in depth. Students implement a working prototype site as class projects.

Prerequisites: Pre- or co-requisite in CYBI 6304 or CYBI 6306 or consent of instructor.

Mode of Learning As stated in the previous section, Section 01 of this course will be delivered in the traditional face-to-face way and Section 91L will be delivered in the online synchronous way. Specifically, for students in Section 91L section, you will join the class online through CollaborateUltra in Blackboard during the scheduled lecture times (MW 8pm-915pm) for real-time instructor/student interaction. All lectures including online interactions will be recorded and made available to all students registered for the course.

COVID-19 RESOURCES:

Please visit the [UTRGV COVID-19 protocols web page](#) for the most up-to-date COVID-19 campus information and resources. The [COVID-19 Frequently Asked Questions \(FAQs\) web page](#) offers additional guidance to specific questions. To submit a question for the FAQ, please email [WelcomeBack@utrgv.edu](mailto>WelcomeBack@utrgv.edu).

UTRGV VACCINE PORTAL

UTRGV Students are eligible to receive the COVID-19 Vaccine. Students may access and complete their vaccine profile via the [UTRGV Vaccine Portal](#). For additional information on the COVID-19 Vaccine, please visit the [UTRGV Vaccine web page](#).

LEARNING OBJECTIVES/OUTCOMES FOR THE COURSE

Student learning outcomes (SLOs) for this course are listed below. All the SLOs will be accessed through exams, assignments, and student presentations.

1. Demonstrate a basic understanding of computer networking and telecommunication.
2. Demonstrate a basic understanding of sponsored search, more specifically search engines, advertiser bidding, and empirical issues in sponsored search.
3. Be able to create web pages using each one of the following: HTML, FrontPage, JavaScript, Dynamic HTML Style Sheets & Object Model and Collections, VB Script, XML and ASP.
4. Be able to implement a prototype of a website that
 - a. Is secure,
 - b. Provides basic services such as http and ftp, and
 - c. Has basic e-commerce functionalities including browsing, searching and selecting items, and storing, displaying and placing orders, suitable for a shopping website.
5. Have general knowledge of and be able to read and learn about the following in an in- depth way.
 - a. How is e-commerce defined?
 - b. What are the main (technical) issues considered in e-commerce?
 - c. What are e-business models and how are common business activities such as marketing and monetary transactions are implemented under e-business models?
 - d. How e-commerce are similar to and different from traditional commerce.
 - e. What are the management principles for decision-making related to business and more specifically, e-business?
 - f. How do we create a business plan including financial statements and other documents needed to start a business? What about an e-business?
 - g. What are the things to and not to do to comply with local, state and federal laws regarding starting and maintaining a(n) (e-)business including filling out tax forms?

Specifically, SLOs 1-4 will be assessed mainly through exams and assignments and SLO 5 will be mainly assessed through required student presentations.

TEXTBOOK, TECHNOLOGY, AND/OR RESOURCE MATERIAL

Required textbook:

- P. Wang, *Dynamic Web Programming and HTML 5*, CRC Press 2013.
ISBN: 978-1-4398-7182-9

Currently, the book can be purchased from Amazon at \$61.59 for a used paper-back copy or at \$63.96 for a Kindle version.

- K. Laudon and C. Traver, *E-Commerce 2021: Business, Technology, and Society, 16e*, Pearson, 2021,
ISBN: 978-0-1369-3180-5

This book is required for preparing for your presentation only. You can rent it from Pearson.com at \$9.99 for one month.

Recommended Supplemental books and Reading:

- J. Dean, *Web Programming with HTML5, CSS, and JavaScript, Pap/Psc edition*, Jones & Bartlett Learning, 2018,
ISBN: 978-1-2840-9179-3

Technology Requirements:

To succeed in this course, you need to be able to participate in class sessions and activities. This will require:

- **A place to work and a reliable computer (laptop or desktop)**

- A tablet would be very difficult for this class, and insufficient for the major
- Any standard computer will work. The most important considerations to compare against cost are:
 - Reliability, warranty, repair options
 - Portability, size, battery life
 - Desktops are more powerful and cheaper, but portability is a high value for most students. We have good open CS labs on campus, but that is not the same as having your own machine with you anywhere.
 - Windows is most common, and thus best supported. macOS and linux work, but you will need to have the IT knowledge and skills to adapt things.
 - Specs:
 - Minimum: 8 GB RAM, i5 processor, 256 GB storage
 - Recommended: 16 GB RAM, i7 processor, 512 GB storage
 - SSD is very nice, but is also an easier cut to reduce cost
 - 2-in-1, touchscreen, pen digitizer are all great, but they are luxuries
 - You pay a premium for a mac or a surface, you can get equivalent hardware for a lot less
 - Big GPU power only matters if you are gaming or doing heavy 3d work. A secondary desktop later on may be a better investment.
 - Packages and deals are available [at the UTRGV bookstore \(https://link.utrgv.edu/campusstores-tech/\)](https://link.utrgv.edu/campusstores-tech/).
- **Daily access to online Blackboard** We will use UTRGV online Blackboard as the place for making announcements and posting course materials/information such as course calendar, lecture notes, assignments and grades etc. So please check Blackboard regularly and at least once every 24 hours. It is YOUR responsibility to keep updated with class through online Blackboard.

GRADING POLICIES

Attendance	10%
Presentations	10%
Assignments	30%
Exams (Midterm and Final)	50%

Grading scale: 100% >= A >= 90% > B >= 80% > C >= 70% > D >= 60% > F

Re-grading If you have a question about the grading of any piece of work, you should consult with the instructor of the course within one week of the date that the work was returned. In other words, if you do not pick up your work in a timely fashion, you may forfeit your right to question the grading of your work.

EXAMS, ASSIGNMENTS AND PRESENTATIONS

As noted in Section “Learning Objectives/Outcomes for the Course”, relevant problems in exams, assignments and student presentations in this course will be used to assess course SLOs. They are also essential course components that help you learn and reinforce knowledge and skills you are expected to obtain from the course. Logistic information and more detailed requirements about exams, assignments and student presentations are described below.

There is one midterm exam during the semester, which will be held in regular lecture time on **Wednesday, October 26th, 2022**. There is also a final exam at the end of the semester at the time and location as scheduled by UTRGV. Both exams will be based on materials covered in lectures and assignments. Please do not plan to travel at the end of semester until the final exam is over.

All students must study the material assigned by the instructor and complete assignments. There will be both programming and non-programming problems in assignments of this course. Non-programming assignment problems

are short-answer or essay problems that will help you understand and learn important concepts and methodologies in technical aspects of e-commerce while programming assignments will help you practice and apply learned concepts and methodologies in e-Commerce and web programming on actual problems. It is very important for you to do all assignments seriously in order to achieve all the SLOs. Assignments will be given on a weekly basis throughout the semester. You will submit your solution to each assignment through provided submission links in Blackboard. Please note the following assignment submission requirements:

- All assignment submissions must be typed and include your name, student ID number and due date on the first page.
- For programming problems, source code and/or project folders should be attached separately in their original format. Do not copy and paste your source code into a Word or PDF file and use it as part of your submission.
- If your submission includes multiple files and/or folders, you should compress them into one .zip or .rar file and submit.

No more than two assignment submissions that are late or do not meet any of the submission requirements as described above will be accepted for each student. In addition, no assignment submissions will be accepted regardless if the solutions to those assignments have been already posted or given in class, or if a majority of the submitted solutions have been graded and returned to students. All submitted assignments are subject to oral defenses, where students are required to explain to the instructor key steps and details of the submitted assignment solutions satisfactorily and demonstrate complete understanding of the submitted work. Unsatisfactory assignment defenses might lead to grades of relevant assignment problems or whole assignments voided at the instructor's discretion.

Each Student is required to give a presentation on a chosen topic in e-commerce. The instructor will post a set of presentation topics and the weeks they are to be presented by the end of the first week of the semester. Students will then choose their topics (and the weeks) for their presentations and notify the instructor. Conflict of interest will be resolved by the simple first-come first serve rule.

ATTENDANCE

Students are expected to attend all scheduled Collaborate sessions for lectures and may be dropped from the course for excessive absences. UTRGV's attendance policy excuses students from attending class if they are participating in officially sponsored university activities, such as athletics; have been provided such an accommodation by Student Accessibility Services (SAS); for observance of religious holy days; or for military service. Students should contact the instructor in advance of the excused absence and arrange to make up missed work or examinations.

Attendance of lectures is taken when you attend lectures in person, join and stay through the whole duration of the Collaborate Ultra sessions for lectures, or watch the lecture recordings by the end of the week (1159pm, Saturday) the recordings are available. Attendance counts towards your final grade for this course by default. No excuse other than officially documented cases allowable by the university policies, which are usually only for family or extreme health emergencies, will be accepted for absences. You are not required to attend class on days listed in the university calendar as major religious holy days (although I assume that you practice at most one religion). In addition, you're allowed two absences without excuses or grade penalties. Students have the option to be exempted from attendance of lectures, in which case the percentage weight of attendance will be distributed proportionally among other grading components. To activate this option, however, students must notify the instructor no later than **Friday, September 16th, 2022**.

MAKEUP POLICIES

I generally don't give makeup assignments except officially documented cases allowable by the university policies, which are usually only for family or extreme health emergencies. If you need a makeup work you must notify me ahead of time, or as soon as reasonably possible.

BLACKBOARD SUPPORT

If you need assistance with course technology at any time, please contact the [Center for Online Learning and Teaching Technology](#) (COLTT).

Campus:	Brownsville	Edinburg
Location:	Casa Bella (BCASA) 613	Education Complex (EEDUC) 2.202
Phone:	956-882-6792	956-665-5327

Toll Free: 1-866-654-4555

Office Hours: Monday - Friday, 7:30 a.m. - 6:00 p.m.

Support Tickets Submit a Support Case via our [Ask COLTT Portal](#)

24/7 Blackboard Support

Need Blackboard assistance after hours? You can call our main office numbers, 956-882-6792 or 956-665-5327, to speak with a support representative.

USE OF LECTURE RECORDINGS

*The instructor will record all lectures and make them available to all students in this course. This will enable you to have access to class lectures, group discussions, etc. in the event you have to miss a synchronous class meeting due to illness or other extenuating circumstance. Our use of such technology is governed by the Federal Educational Rights and Privacy Act (FERPA), UTRGV's acceptable-use policy, and UTRGV HOP Policy STU 02-100 Student Conduct and Discipline. A recording of class sessions will be kept and stored by UTRGV, in accordance with FERPA and UTRGV policies. Your instructor will not share the recordings of your class activities outside of course participants, which include your fellow students, teaching assistants, or graduate assistants, and any guest faculty or community-based learning partners with whom we may engage during a class session. **You may not share recordings outside of this course.** Doing so may result in disciplinary action under UTRGV HOP Policy STU 02-100 Student Conduct and Discipline.*

ACADEMIC INTEGRITY

Members of the UTRGV community uphold the [Vaquero Honor Code's](#) shared values of honesty, integrity and mutual respect in our interactions and relationships. In this regard, academic integrity is fundamental in our actions, as any act of dishonesty conflicts as much with academic achievement as with the values of honesty and integrity. Violations of academic integrity include, but are not limited to: cheating, plagiarism (including self-plagiarism), and collusion; 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 (Board of Regents Rules and Regulations, STU 02-100, and UTRGV Academic Integrity Guidelines). **All violations of Academic Integrity will be reported to Student Rights and Responsibilities through [Vaqueros Report It](#).**

Specifically for this course, a grade of 0 will be given to the cheated work if a cheating is caught for the first time for the involved student, and an F grade will be given for the whole course to any student who is caught for cheating for the second time. In the latter case the incident will be forwarded to the department chair and beyond if necessary.

Incompletes and Course Withdrawal I will not give incomplete grades except for the rare cases dictated by the University and Department policy. It is the student's responsibility, not the instructor's, to withdraw from the course in a timely manner if doing poorly. No incomplete grades will be granted because of a wrong withdrawal process. Please obtain due dates to withdraw from the course and also please read and be aware of the formal procedures to withdraw. This information is available in the course schedule and the student affairs office.

SPECIAL REQUIRMENTS FOR STUDENTS IN SECIONT 91L

- Reliable internet for class meeting times
- A webcam (not the one embedded in your computer) and a private quiet place to take exams

UTRGV POLICY STATEMENTS

STUDENTS WITH DISABILITIES:

Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive reasonable academic accommodations should contact **Student Accessibility Services (SAS)** for additional information. In order for accommodation requests to be considered for approval, the student must apply using the *mySAS* portal located at www.utrgv.edu/mySAS and is responsible for providing sufficient documentation of the disability to SAS. Students are required to participate in an interactive discussion, or an intake appointment, with SAS staff. Accommodations may be requested at any time but are not retroactive, meaning they are valid once approved by SAS. Please contact SAS early in the semester/module for guidance. Students who experience a broken bone, severe injury, or undergo surgery may also be eligible for temporary accommodations.

Pregnancy, Pregnancy-related, and Parenting Accommodations

Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related condition, or parenting (reasonably immediate postpartum period) are encouraged to apply to **Student Accessibility Services** using the following link: [Pregnancy Accommodations Request Form](https://www.utrgv.edu/pregnancy)
<https://www.utrgv.edu/pregnancy>

Student Accessibility Services:

Brownsville Campus: Student Accessibility Services is located in 1.107 in the Music and Learning Center building (BMSLC) and can be contacted by phone at (956) 882-7374 or via email at ability@utrgv.edu.

Edinburg Campus: Student Accessibility Services is located in 108 University Center (EUCTR) and can be contacted by phone at (956) 665-7005 or via email at ability@utrgv.edu.

MANDATORY COURSE EVALUATION PERIOD

Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account (<http://my.utrgv.edu>); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available on or about:

Fall Module 1 (7 weeks)	October 12 – 18, 2022
Fall Regular Term 2022	November 18 – December 7, 2022
Fall Module 2 (7 weeks)	December 7 – 13, 2022

SEXUAL MISCONDUCT and MANDATORY REPORTING:

In accordance with UT System regulations, your instructor is a “Responsible Employee” for reporting purposes under Title IX regulations and so must report to the Office of Institutional Equity & Diversity (OIED@utrgv.edu) any instance, occurring during a student’s time in college, of sexual misconduct, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct,

discrimination, and all forms of violence. If students, faculty, or staff would like confidential assistance, or have questions, they can contact OVAVP (Office for Victim Advocacy & Violence Prevention) at (956) 665-8287, (956) 882-8282, or OVAVP@utrgv.edu.

TENTATIVE CALENDAR OF ACTIVITIES:

Week of	Lecture Topic (Covered Material in Parentheses, chapters refer to those in Wang, 2013)	Assessments	Student Presentation Topics (Covered Material in Parentheses, chapters refer to those in Laudon and Traver, 2021)
8/29/2022	Syllabus, Introduction to E-Commerce and Web Programming (Chapter 1, Supplemental Book by Laudon and Traver and Chapter 1, textbook)	Assignment 1 Midterm Exam	
9/5/2022	Webpage Markup with HTML5 (Chapter 2)	Assignment 2 Midterm Exam	
9/12/2022	Audio, Video and More with HTML5 (Chapter 3)	Assignment 3 Midterm Exam	E-commerce Business Models and Concepts (Chapter 2)
9/19/2022	Styling with CSS (Chapter 4)	Assignment 4 Midterm Exam	E-commerce Infrastructure: The Internet, Web, and Mobile Platform (Chapter 3)
9/26/2022	Forms, PHP , and Form Processing (Chapter 5)	Assignment 5 Midterm Exam	Building an E-commerce Presence: Websites, Mobile Sites, and Apps (Chapter 4)
10/3/2022	Dynamic User Interface with JavaScript (Chapter 6)	Assignment 6 Midterm Exam	E-commerce Security and Payment Systems (Chapter 5)
10/17/2022	TBA	TBA	
10/24/2022	Midterm Review	Midterm Exam	
10/10/2022	HTML5 DOM and APIs (Chapter 7)	Assignment 7 Midterm Exam	E-commerce Marketing and Advertising Concepts (Chapter 6)

10/31/2022	Server-Side Programming with PHP (Chapter 8)	Assignment 8 Final Exam	Social, Mobile, and Local Marketing (Chapter 7)
11/7/2022	Database-Driven Websites (Chapter 9)	Assignment 9 Final Exam	Ethical, Social, and Political Issues in E-commerce (Chapter 8)
11/14/2022	Web Hosting: Apache, PHP , and MySQL (Chapter 10)	Assignment 10 Final Exam	Online Retail and Services (Chapter 9)
11/21/2022	XML, AJAX, and Web Services (Chapter 11)	Assignment 11 Final Exam	Online Content and Media (Chapter 10)
11/28/2022	SVG and MathML (Chapter 12)	Assignment 12 Final Exam	Social Networks, Auctions, and Portals (Chapter 11)
12/5/2022	TBA	TBA	
12/12/2022	Final Review	Final Exam	

IMPORTANT DATES

Please note the following important dates for the Fall 2022 semester according to the academic calendar of UTRGV, which can be found at <https://my.utrgv.edu/home> at the bottom of the screen, *prior to login*.

Fall Module 1

August 31	<i>First day of classes.</i>
August 31	<i>Last day to add a class or register for Fall Module 1 classes.</i>
October 11	<i>Last day to drop a class or withdraw.</i>
October 19	<i>Final Exams (Term Ends)</i>
October 21	<i>Grades Due at 3 p.m.</i>

Fall Regular Term

August 29	<i>First day of classes.</i>
September 4	<i>Last day to add a class or register for Fall classes.</i>
September 7	<i>Last day to submit an honors-by-contract form.</i>
November 10	<i>Last day to drop a class or withdraw.</i>
December 8	<i>Study Day – NO classes</i>
December 9-15	<i>Final Exams</i>
December 15	<i>Fall classes end; Official last day of the term</i>
December 19	<i>Grades Due at 3 p.m.</i>

Fall Module 2

October 26	<i>First day of classes.</i>
October 26	<i>Last day to add a class or register for Fall Module 2 classes.</i>
December 6	<i>Last day to drop a class or withdraw.</i>
December 14	<i>Final Exams (Term Ends)</i>

December 16

Grades Due at 3 p.m.

DEAN OF STUDENTS RESOURCES:

The Dean of Students office assists students when they experience a challenge with an administrative process, unexpected situation such as an illness, accident, or family situation, and aids in resolving complaints. Additionally, the office helps to advocate on behalf of students and inform students about their rights and responsibilities as well as serving as a resource and support for faculty and campus departments.

[Vaqueros Report It](#) allows students, staff and faculty a way to report concern about the well-being of a student, seek assistance in resolving a complaint, or report allegations of behaviors contrary to community standards or campus policies.

The Dean of Students can also be reached by emailing dos@utrgv.edu or visiting [Virtual Office hours](#) in which a representative is available Monday-Friday 9:00-11:00 a.m. and 1:00-4:00 p.m.

Disclaimer This syllabus does not contain all regulations that relate to students. Contents in the syllabus may be changed by the instructor with advanced notice and/or agreement with the students. Any change will be kept to a minimum.