



E-Commerce

Course code	<i>MNG154</i>
Course title	<i>E-Commerce</i>
Type of course	<i>Elective</i>
Stage of study	<i>Undergraduate</i>
Department in charge	<i>Undergraduate school</i>
Year of study	<i>3rd, 4th</i>
Semester	<i>Fall</i>
ECTS	<i>6 credits: 48 hrs. class work, 112 individual work hours, 2 hours of consultations.</i>
Coordinating lecturer	<i>Aurimas Paulius Girčys; aurgir@faculty.ism.lt</i>
Studies form	<i>Daytime</i>
Prerequisites	-
Language of instruction	<i>English</i>

Course description

This course provides a balanced analysis of e-commerce theory and business strategies. The first half of the course focuses on e-commerce models and their applicability in practice. Second half of the course aims to investigate how businesses are using e-commerce tools to achieve success. Mainly HBR articles and case studies will be used as reading materials. Students will be encouraged to apply newly developed skills to develop individual or team projects.

Course aim

The course is intended to provide knowledge for students to discuss critical issues that determine the success of e-commerce projects. Students will be able to identify different e-commerce models and apply them in practice. E-marketing and its effect on customers will be also touched during this class. Therefore by the end of the course students will be able to come up with ideas and initiatives to better plan, develop, manage and operate effective and efficient e-businesses.

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. Provide students with basic understanding of e-commerce concepts, its evolution;	Lecture, self-study	Mid-term exam, exam
CLO2. Enhance students abilities to analyze and research e-commerce cases, to identify major demand-side threats and opportunities for acting of new business establishment or product;	Lecture, problem solving, group homework, seminar, self-study	Mid-term exam, homework assessment during seminars, exam
CLO3. Enable students to identify e-commerce opportunities;	Lecture, group homework, seminar, self-study	Mid-term exam, homework assessment during seminars, exam
CLO4. Enable students to start own e-commerce projects;	Lecture, group homework, seminar, self-study	Mid-term exam, homework assessment during seminars, exam
CLO5. Expand students understanding about the role of social marketing;	Lecture, problem solving, group homework, seminar, self-study	Mid-term exam, homework assessment during seminars, exam
CLO6. To be able to work in a team, to present work results in written or oral form, to be able to argue decisions	Group homework, seminar, self-study	Homework assessment during seminars

Quality management

The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment, supply of learning material to students and discussions of individual and group work in class, during and after the course.

Cheating prevention

Individual tasks assigned for homework, individual testing and group workshops are forms to prevent cheating. The ISM regulations on academic ethics, including cheating (see: *ISM regulations*) are fully applied in the course during the entire semester.



Required readings

Kenneth C. Laudon; Carol G. Traver. (2011) E-Commerce 2011, 7th Edition, Pearson Education Limited, ISBN-10: 0273750844 ISBN-13: 9780273750840

Course content

WEEK	TOPIC	CLASS HOURS		READINGS and HOMEWORK
		Lecture	Practice (Exercises)	
Part A: Introduction				
1	Introduction to E-commerce	2	2	-
Part B: Concepts and strategies				
2	Building e-commerce web sites	2	2	Kenneth & Laudon: Chapter 3
3	Transforming business goals into advertisement solutions	2	2	Zero Moment of Truth
4	Search Engine Advertising	2	2	Google Ads Support Help
5	Search Engine Optimization	2	2	SearchEngineLand, Ahrefs
6	Digital Marketing Automation	2	2	ChatboitsMagazine, Oberlo blog, GetResponse blog, SalesManago blog
7	Mid-term exam & mid-term revision	2	2	-
Part C: Implementation				
8	Measuring results with Google Analytics	2	2	Google Analytics Support Help
9	Advanced Google Analytics	2	2	Google Analytics Support Help
10	Display and Mobile advertising	2	2	E-Commerce Best Practice Compendium / Think With Google / Google Ads Support Help
11	Social media advertising	2	2	E-Commerce Best Practice Compendium / Kenneth & Laudon: Chapter 10
12	Lecture on current E-commerce events by Guest lecturer	2	2	-
TBA	Exam preparation session			
TBA	End-Semester Final Exam (Comprehensive)			
	Total:	24	24	

Assessment methods

Assignment	Total hours	Final grade, %
Midterm Exam	30	25%
Seminar grade (homework assignments)	28	20%
Google Certification exams: Search, Display + Analytics	10	15%
Final Exam	44	40%
Total:	112	100%

The **midterm exam (25%)** will cover the content of Lecture 1-6 and will consist of multiple-choice questions.

Seminar grade (20%) will consist of a homework, presentation and seminar participation grade. Homework assignments are to be submitted on e-Learning system one day before the seminars or on the due-date that will be specified on the e-

Learning system. Homework assignments some weeks might be requests to answer several E-commerce related questions, some weeks – to deliver a presentation, in other cases we will have some minor practice assignments like creating a website and writing a progress report. All required additional materials will be provided by ISM. **Homework assignments that are not submitted on time will be graded as 0** without any exceptions. Seminar participation grade part will consist of active participation (raising questions that contribute the discussion, answering them and participating in a discussion). Presentation part of the subject will be graded for a presentation activity, which will be done in teams of two or three on a selected topic/case. The presentations will take place during the seminars. Students will be assessed according to various criteria that will be presented at the first lecture. Any submitted written assignment and presentation should conform to the general guidelines of report writing of ISM. Students cannot redo their home assignments or re-defend them after the deadline. Plagiarism cases will be reported to academic council. When a student does not attend his team presentation, he/she gets a 0 for this activity.

GCP exams (15%) – will be taken on the personal registered e-mail. All students, who will pass the exams will both get the grade and become certified advertisers. Passing all four exams will grant a full 15% - no matter at what grade the exams were passed. In other cases, the grade will be conducted as the average of the received passing scores. Failed attempts will not be calculated.

Final Exam will account for **40%** of the final grade: It will consist of multiple-choice questions and short-answer open questions. The final exam will cover all topics of the course.

The final grading for the course is calculated according to the accumulative formula as indicated in the Guidelines for the Bachelor Studies at ISM. Negative grades (below 5) are not included into the accumulative grading system! The individual and group work evaluations are of accumulative origin with respect to the final evaluation taking into account only positive evaluations of each assignment. Students who receive a failing final grade shall have the right to **re-take the exam** during the re-sit week, which will comprise **65% of the final grade** and will include all semester material. Home assignments cannot be retaken at a later time but the grades of these assignments will be calculated into the final grade. The grades of passed GCP exams will be calculated as well.

Additional remarks

- a. Students will be informed in advance, which cases have to be read (prepared) for the following case-study discussions. Students will have minimum 5 days time to prepare. Exception might occur with the first presentation team – if the team will have less time for preparations, this will be taken into consideration by granting additional bonus point. Reading the case studies for the class discussion is obligatory. The lecturer will ensure that the students have access to all case studies.
- b. Attendance and participation in the seminars is strongly recommended however not obligatory.
- c. If final (cumulative) mark of the course, including final exam score, is insufficient to pass the class, students will be allowed to exercise their **right of retake**.
- d. Specific rules apply in the case of in-class presentations.
 - **Students are able to sign up for the presentation topics on the first lecture.** Students failing to register for the presentation - before the given deadline - will be grouped by the lecturer. In case of disregard, students will be graded with a 0 (zero).
 - In case of serious reasons, students may be allowed to switch with a member of another group. Students are responsible for making the changes themselves and inform the lecturer.
 - Individual group members not showing up for the presentation session will get a 0 (zero) for all individual assessment criteria.
 - In exceptional cases, the lecturer will consider alternative forms of assessment for the group presentation grade.
- e. Class notes (slide handouts) and certain assignments will be prepared for each class and available for downloading AFTER the respective class session. The class notes (slides) are the intellectual property of teaching instructor. Students may not distribute or duplicate these notes without his written consent.

Supplementary readings

1. Chaffey, D. (2009) *E-business and E-commerce management*, 4th Edition, Pearson Education Limited, ISBN: 9780273719601
2. Pollak, T., (2011). *Ways to Win Shoppers at the Zero Moment of Truth Handbook*, Google
3. Lecinski, J., (2011) *Winning the Zero Moment of Truth – ZMOT*, Google
4. Shareef M., Dwivedi Y., (2009). *Proliferation of the internet economy: E-commerce for global adoption, resistance and cultural evolution*, Information science reference, New York, ISBN 978-1-60566-412-5
5. *The New Multi-Screened World*, Google
6. *E-Commerce Best Practice Compendium* (2012), Econsultancy <http://issuu.com/dotcomdoc/docs/e-commerce-best-practice-compendium>



Role of the subject in reaching learning outcomes of Business Management and Analytics programme

Special learning outcomes	
S1. To analyze a company or an organization as an integral unit, which strives for certain goals in a market or social environment by effectively distributing their finite resources among objects and business activities and obtains synergies from coordinated function planning, organization and management;	CLO1, CLO2; CLO3, CLO4, CLO5, CLO6
S2. To forecast the influence of economic and financial decisions not only in a financial context, but also in the wider context of business or organization management, to estimate the effect of economic and financial decisions on the processes of a company or an organization, the motivation of company's human resources, product and service quality, customer satisfaction, brand strength, corporate social responsibility;	CLO2; CLO3, CLO4, CLO5, CLO6
S3. To select and to apply in practice theories and models of company's or organization's business organization, planning, management, motivation and control;	
S4. To identify new possibilities in national and international markets, to foresee, to analyze and to assess target markets, their potential, to adapt the old products and services and to develop the new ones for these markets, to communicate effectively one's proposals to the market;	CLO2; CLO3, CLO4, CLO5, CLO6
S5. To describe and to analyze financial management and financial decision making processes in companies and other organizations, to solve problems of different levels of complexity in financial and management accounting ;	CLO2; CLO3, CLO4, CLO5,
S6. To describe the main economic theories and theoretical models, to adapt them to the theoretical and practical issues (for example, demand and supply elasticity theory, economic cycles, classical economic theory, Keynesianism, monetarism, rational expectations theory, cost-benefit analysis);	
S7. To analyze economic, legal, political and social environment of companies and other organizations; to identify and to evaluate internal and external changes and to make necessary decisions to keep the firm's or organization's economic and financial stability;	
S8. To plan and to organize manufacturing, service provision and other company's business processes in short and long term, in national and international markets;	
S9. To name the main principles of business law and to be able to analyze simple cases in business law.	
S10. To explain the corporate social responsibility and to be able to apply its principles in practice for a company operating in a local as well as international markets.	
S11. To select adequate research methods for the company's internal and external analysis and to conduct individually simple research of internal and external environment (to collect, to organize and to interpret data, based on them to make managerial decisions).	
S12. To name the main principles of strategic planning and management, to be able to analyze in practice the strategic alternatives based on the company's or organization's competitive environment and its resources, to create an outline of a strategic plan and to foresee tactical actions to implement the strategy.	
General learning outcomes	
G1. To apply modern information technologies in the data gathering, analysis and communication;	
G2. To apply calculations, modelling, optimisation and statistical analysis skills for analysis of managerial and economical programmes;	
G3. To apply a systematic, critical and constructive thinking in problem identification and solving;	CLO2, CLO3, CLO4, CLO5, CLO6
G4. To communicate well and express thoughts in writing and orally, both in English and native language; to communicate with specialists and non-professional audiences;	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6
G5. To prepare research papers according to proper language, writing style and general bibliographic citation requirements;	
G6. To develop independent learning skills necessary to continue studies on a higher level;	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6
G7. To communicate and to work effectively in an intercultural and interdisciplinary group or team.	
G8. To know and to apply in practice certain aspects of various social sciences (history, geography, sociology, logics, philosophy, arts, etc.), to supplement effectively the education of business or economics by general knowledge.	



Role of the subject in reaching learning outcomes of International Business and Communication programme

Special learning outcomes	
S1. To describe the main economic theories and theoretical models, to adapt them to the theoretical and practical issues (for example, demand and supply elasticity theory, economic cycles, classical economic theory, Keynesianism, monetarism, rational expectations theory, cost-benefit analysis);	
S2. To describe and to analyze economic, legal, political and social environment of companies and other organizations; to identify and to evaluate internal and external changes and to make necessary decisions to keep the firm's or organization's economic and financial stability;	CLO2; CLO3, CLO4, CLO5,
S3. To forecast the influence of economic and financial decisions not only in a financial context, but also in the wider context of business or organization management, to estimate the effect of economic and financial decisions on the processes of a company or an organization, the motivation of company's human resources, product and service quality, customer satisfaction, brand strength, corporate social responsibility;	CLO2; CLO3, CLO4, CLO5, CLO6
S4. To be able to analyze a company or an organization as an integral unit, which strives for certain goals in a market or social environment by effectively distributing their finite resources among objects and business activities and obtains synergies from coordinated function planning, organization and management;	CLO1, CLO2; CLO3, CLO4, CLO5, CLO6
S5. To be able to plan and to organize manufacturing, service provision and other company's business processes in short and long term, in national and international markets;	
S6. To select and to apply in practice theories and models of company's or organization's business organization, planning, management, motivation and control;	
S7. To be able to identify new possibilities in national and international markets, to foresee, to analyze and to assess target markets, their potential, to adapt the old products and services and to develop the new ones for these markets, to communicate effectively one's proposals to the market;	CLO2; CLO3, CLO4, CLO5, CLO6
S8. To explain the corporate social responsibility and to be able to apply its principles in practice for a company operating in a local as well as international markets.	
S9. To select adequate research methods for the company's internal and external analysis and to conduct individually simple research of internal and external environment (to collect, to organize and to interpret data, based on them to make managerial decisions).	
S10. To describe and to be able to analyze the policy and strategy of international business, the global economy, global business trends, international law, international finance, international communication;	
S11. To explain the impact of culture on international business;	
S12 . To describe and to analyze the risks and benefits of international business;	CLO2; CLO3, CLO4
S13. To prepare, to analyze and to evaluate the information of international business relationships and global business, to evaluate the vitality of new and existing companies in the global context;	
S14. To be able to adapt communication of various types to the international markets, to analyze and to evaluate the effectiveness of international business communication, to choose and to implement international marketing communication programme, based on the barriers of international business communication;	CLO2, CLO5, CLO6
S15. To name the main principles of international business law, to analyze simple cases of international business law	
S16. To name the main principles of strategic planning and management, to be able to analyze in practice strategic alternatives based on the international company's or organization's competitive environment and its resources, to create an outline of a strategic plan and to foresee tactical actions to implement the strategy.	
General learning outcomes	
G1. To apply modern information technologies in the data gathering, analysis and communication;	
G2. To apply a systematic, critical and constructive thinking in problem identification and solving;	CLO2, CLO3, CLO4, CLO5, CLO6
G3. To be able to communicate well and express thoughts in writing and orally, both in English and native language; to communicate with specialists and non-professional audiences;	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6
G4. To prepare research papers according to proper language, writing style and general bibliographic citation requirements;	
G5. To develop independent learning skills necessary to continue studies on a higher level;	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6
G6. To communicate and to work effectively in an intercultural and interdisciplinary group or team.	
G7. In addition to native language and English, to master the foundations of the third language, necessary to maintain international cooperation relationships	

Role of the subject in reaching learning outcomes of the Finance and Accounting programme

Special learning outcomes	
S1. To describe the main economic theories and theoretical models, to adapt them to the theoretical and practical issues (for example, demand and supply elasticity theory, economic cycles, classical economic theory, Keynesianism, monetarism, rational expectations theory, cost-benefit analysis);	
S2. To explain and to analyze the role of government in financial politics, to model the impact of government's fiscal and monetary policy decisions on country's economy and social welfare;	
S3. To describe and to analyze economic, legal, political and social environment of companies and other organizations; to identify and to evaluate internal and external changes and to make necessary decisions to keep the firm's or organization's economic and financial stability;	CLO2; CLO3, CLO4, CLO5,
S4. To forecast the influence of economic and financial decisions not only in a financial context, but also in the wider context of business or organization management, to estimate the effect of economic and financial decisions on the processes of a company or an organization, the motivation of company's human resources, product and service quality, customer satisfaction, brand strength, corporate social responsibility;	CLO2; CLO3, CLO4, CLO5, CLO6
S5. To be able to analyze a company or an organization as an integral unit, which strives for certain goals in a market or social environment by effectively distributing their finite resources among objects and business activities and obtains synergies from coordinated function planning, organization and management;	CLO1, CLO2; CLO3, CLO4, CLO5, CLO6
S6. To be able to plan and to organize manufacturing, service provision and other company's business processes in short and long term, in national and international markets;	
S7. To select and to apply in practice theories and models of company's or organization's business organization, planning, management, motivation and control;	
S8. To be able to identify new possibilities in national and international markets, to foresee, to analyze and to assess target markets, their potential, to adapt the old products and services and to develop the new ones for these markets, to communicate effectively one's proposals to the market;	CLO2; CLO3, CLO4, CLO5, CLO6
S9. To describe and to analyze financial management and financial decision making processes in companies and other organizations, to solve problems of different levels of complexity in financial and management accounting;	
S10. To name the main principles of business law and to be able to analyze simple cases in business law.	
S11. To explain the corporate social responsibility and to be able to apply its principles in practice for a company operating in a local as well as international markets.	
S12. To select adequate research methods for the company's internal and external analysis and to conduct individually simple research of internal and external environment (to collect, to organize and to interpret data, based on them to make managerial decisions).	
S13. To name the main principles of strategic planning and management, to be able to analyze in practice the strategic alternatives based on the company's or organization's competitive environment and its resources, to create an outline of a strategic plan and to foresee tactical actions to implement the strategy.	
S14. To describe the basic financial theories and theoretical models, to adapt them to the theoretical and practical issues (for example, time value of money, evaluation of investment projects, risk-return relationship, investment portfolio theory, stock and other securities pricing models, capital costs, risk management, exchange rates, financial intermediaries);	
S15. To explain the link between financial theories and practice, to apply that knowledge in assessing the financial information (such as efficient markets hypothesis, anomalies, capital structure);	
S16. To describe and to analyze the financial management and financial decision-making processes in business and other organizations;	
General learning outcomes	
G1. To apply modern information technologies in the data gathering, analysis and communication;	
G2. To apply a systematic, critical and constructive thinking in problem identification and solving;	CLO2, CLO3, CLO4, CLO5, CLO6
G3. To be able to communicate well and express thoughts in writing and orally, both in English and native language; to communicate with specialists and non-professional audiences;	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6
G4. To prepare research papers according to proper language, writing style and general bibliographic citation requirements;	
G5. To develop independent learning skills necessary to continue studies on a higher level;	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6



G6. To communicate and to work effectively in an intercultural and interdisciplinary group or team.	
G7. To know and to apply in practice certain aspects of various social sciences (history, geography, sociology, logics, philosophy, arts, etc.), to supplement effectively the education of business or economics by general knowledge.	