Profile

Dr. M. Adam Mahmood is a tenured professor of Computer Information Systems at the Department of Information and Decision Sciences. He also holds the Ellis and Susan Mayfield Professorship in the College of Business Administration. He is a visiting faculty at the Helsinki School of Economics and Business Administration and the University of Oulu in Finland and University of Canterbury in New Zealand. Prior to joining the University of Texas at El Paso, he taught at the University of Missouri at St. Louis and worked for NASA as a visiting scholar in its Jet Propulsion Laboratory at Pasadena, California. He received his Ph.D. in Management Information Systems at Texas Tech University.

Dr. Mahmood’s scholarly and service experience includes a number of responsibilities. He is presently serving as the editor-in-chief of the Journal of Organizational and End User Computing. He has also served recently as a guest editor of the International Journal of Electronic Commerce and the Journal of Management Information Systems. He has served two one-year terms as president of the Information Resources Management Association, an international professional organization that includes educators, researchers, and practitioners from over 50 countries. He has also served for two years as president of the Faculty Senate at the University of Texas at El Paso and a member of the University of Texas System Chancellor’s Advisory Council. In 1997, because of his technical expertise and leadership role, former Governor Bush appointed him to a Texas State Board. In 1998-99 and again in 2002-2003, because of his scientific contribution, he has been recognized by American Men & Women of Science “as being among the most distinguished scientists in the United States and Canada.” In 2002 Governor Perry appointed him to the State Board of Directors that oversees the Texas Department of Information Resources.

Dr. Mahmood’s research interests center on the utilization of information technology including electronic commerce for managerial decision making, strategic and competitive advantage, group decision support systems, and information systems success as it relates to organizational and end user computing. On this topic and others, he has also published four edited books and over 85 technical research papers in some of the leading journals and conference proceedings in the information technology field including Management Information Systems Quarterly, Decision Sciences, Journal of Management Information Systems, European Journal of Information Systems, INFOR -- Canadian Journal of Operation Research and Information Processing, Journal of Information Systems, Information and Management, Journal of End User Computing, Information Resources Management Journal, Journal of Computer-Based Instruction, Data Base, and others. He has also presented papers in a number of regional, national, and international conferences. In recognition of his research, he has received a number of "outstanding research" awards various professional organizations. During the last few years, Dr. Mahmood (with L. Gemoets) had received over $250,000 in research funds from NASA/JPL and other sources.

Professor Mahmood teaches a number of graduate and undergraduate information systems courses including strategic and competitive information systems, electronic commerce with Dreamweaver and ColdFusion, database management systems with Oracle and SQL, management information systems, and decision support systems. In addition to teaching, he also supervises master's theses, professional reports, and doctoral dissertations. Most of these theses and professional reports have resulted in publications with the students and faculty colleagues in refereed research journals. In recognition of his teaching, he has also received a number of teaching awards.
COURSE MATERIALS

Electronic Commerce 2002: A Managerial Perspective
Efraim Turban, David King, Jae Lee, Dennis Viehland
Prentice Hall 2004 (Required)

Dreamweaver MX Bible
Joseph W. Lowery
Wiley Publishing Incorporated, 2002 (Required)

Macromedia ColdFusion
Shashi Kaparthi and Rakhee Kaparthi
Course Technology, 2002

Tutorial Materials on ColdFusion MX, Web Monkey, and Dream Weaver MX

All software tools required for the course are available in the CALC lab. These include Dreamweaver MX, web browsers (both Internet Explorer 5.0 and Netscape 5.0), Office 2000, a word processing package such as MS Word to save HTML and CFM files, MS Access for database development, and an FTP (file transfer protocol) tool for sending ColdFusion files to the server.
COURSE OBJECTIVES

A well-defined set of business perspectives, coupled with a good technical background, is essential in order to successfully design, develop, deploy, and operate electronic commerce (eCommerce) businesses. The course combines important business and technical state-of-the-art topics and introduces students to these issues in order to facilitate their participation and involvement in this important endeavor. The course has a number of objectives: first, it provides students with an understanding of eCommerce business and technical aspects including the Internet and the Web infrastructure for eCommerce.

Second, it introduces them to various business models and applications of eCommerce. Third, it acquaints them with the hardware and software components of eCommerce. Fourth, it makes them familiar with legal and regulatory issues that affect eCommerce. Fifth, it gives students direct hands-on experience in planning, designing, developing, implementing, and operating eCommerce businesses. Sixth, it gives them an understanding of the complexities of the market place for e-commerce. Seventh, it makes them familiar with basic eCommerce economic issues such as how to price products or services on the Internet and problems of using eMoney.

Topic areas covered in this course include, among others, the eCommerce infrastructure; Web-based tools for building eCommerce businesses; eCommerce hardware and software; security tools for eCommerce; electronic payment systems, marketing, sales, and promotion strategies for eCommerce; purchasing and support services, international, legal, ethical, and tax issues for eCommerce.

Upon completion of the course, students will be able to accomplish the following: first, they will be able to understand eCommerce business models and applications. Second, they will be acquainted with the hardware and software components of eCommerce. Third, they will be able to plan, design, develop, implement, and operate an e-business.

WEBCT UTILIZATION

WebCT will be used to deliver and mange the contents of the course. All lecture materials including Power Point slides will be available via WebCT. All discussions will take place on WebCT. All homework assignments will be provided via WebCT. Students must upload their answers to the homework assignments to WebCT. All grading will take place on WebCT. All grades will be available via WebCT.

COURSE ORGANIZATION

The course utilizes a combination of lectures, class discussions, cases analysis, and hands-on experience with DreamWeaver and other related software tools. Evaluation is based on 3 examinations including a non-comprehensive final, WebCT participation, class participation, homework assignments, the quality and comprehensiveness of a business plan for the proposed
eCommerce site, class presentation of the designed eCommerceWeb site, and the quality and comprehensiveness of the designed eCommerce site.

STUDENTS RESPONSIBILITIES

Students will need to accomplish the following in order to pursue the course objectives:

- Prepare and discuss assigned review questions and exercises in class and on WebCT. This will help you do well in the class participation part of the course.

- Complete all homework assignments.

- Take three examinations including the non-comprehensive final and do well in these examinations. Please pay special attention to the materials covered and emphasized in the class.

- Prepare and submit a topical white paper (team of 2). Please follow the guidelines provided for handling the topical white paper in the next section.

- Prepare and submit a business plan for the Internet startup company you plan to design, deploy, and operate (team of 2). Please follow the guidelines provided for the business plan in the next section.

- Design, develop, implement, and operate the eCommerceWeb site proposed in your business plan using the ColdFusion software and WebMonkey (team of 2). Again, please follow the guidelines provided for the startup company in the next section.

As obvious from the aforementioned, all assignments will be carried out in groups of 2. Students will, therefore, be required to form teams of 2. Each team member is expected to contribute equally to all assignments. Each group should consist of at least one technical student (e.g., CIS, CS, Electrical Engineering, and Computer Engineering) and at least one MBA students with other concentrations (e.g., Accounting, Finance, and Marketing). Within these constraints in mind, please team up with a person that you think will work well with you in a group.

Given the diversity of the class, students should have no problems forming groups. I will need the name of students in each team by the second class period. Each team needs to read the Wall Street Journal and other e-business readings to keep up with the latest in e-business area.

EXAMINATIONS

Three tests will be given during the semester. Each test will be worth a maximum of 100 points.
Each test will consist of a number of short-answer type, problems type, multiple-choice, and/or case type questions on the materials covered during that part of the semester for which the test is given. Students will not be tested on any materials that are not covered in the class. In order to do well in the test students will, therefore, need to pay special attention to the materials covered in the class.

No tests will be made up unless arrangements have been made prior to the scheduled time of the test. Even then you must have a very good reason for not taking a test during its scheduled time (going out of town is not a very good reason; I expect you and your employer to arrange out-of-town trips around the scheduled tests). If I can not be contacted prior to the scheduled time, you must contact my departmental secretary at the aforementioned telephone number provided. If for some reason, you cannot do that, ask a friend or a family member to call the secretary for you.

TOPICAL WHITE PAPER

Each team will produce an in-depth and substantive, evidence and judgment-based analysis of one particular issue of eCommerce that will be discussed in the course. The objective of the assignment is to reinforce specific components of eCommerce covered in the course. The possible topics include, among others, eCommerce infrastructure; models and strategies for eCommerce; web advertising; digital money and electronic payment system; security techniques for e-commerce; and legal, ethical and regulatory environment. On the second day of the class, each team must choose a topic. The topical paper is due in the beginning of the class on the due date. It is worth 25 points.

Please follow the following guidelines in preparing your topical paper.

- The paper must be word-processed. It should have one inch margin on all sides. The title of the paper, the team members’ name, date, and course number should be printed on the front page.

- The paper should be limited to a maximum of 15 double-spaced pages of text plus tables and graphs, if any.

- Please proofread the analysis carefully and use a spell-checker on it before turning it in.

- You may use supplementary materials to improve your analysis. All supplementary materials, if used, must be referenced in the analysis.

- Your grade will be based on readability factors (including grammar, punctuation, organization, and style), indepthness, completeness, and correctness of your analysis.

BUSINESS PLAN
Each team will develop a business plan for their eCommerce startup company that will outline the product or service line, describe how the business will operate, and forecast its profitability. The main objective of the plan is obviously to convince potential venture capitalists that your new company will succeed.

In your plan you should cover the following issues: a discussion of the market niche you have identified that is currently not being served or under-served on the Internet, a mission statement and overall goals of your company; a concise description of your company and how it will address the identified niche; a listing and description of your competitors; an explanation of how your business will meet the market needs within the identified niche; a description of the main product or service idea; competitive advantages of your company; a description of the management and creative team; a delineation of the financing you will need and how will you spend it; and a conclusion.

Based on the quality of the plan, worthiness of the niche delineated in the plan, the quality of the presentation in the class, each team will be assigned a certain amount of virtual money. The team will use this money to set up their virtual storefront.

Each plan will also receive a grade. The business plan will be worth 25 points. All team members in a team will receive the same grade.

You may consult some of the following web sites before writing your business plan:

http://www.bplans.com/dp/

http://www.businesstown.com/planning/creating-plan.asp

http://www.planware.org/bizplan.htm

CCH Incorporated. (2000). Planning your business
http://www.toolkit.cch.com/text/p02_0001.asp

inc.com (1999). Writing a business plan
http://www.inc.com/

E-BUSINESS PROJECT

In this project, each team’s basic task is to design, develop, implement, and operate an eCommerce site that is competitively positioned to take advantage of the market niche identified in your business plan. This will involve prototyping and testing the site. The site should allow browsing and handling of transactions. Each team will need to save all design prototypes
(version1, version2, etc.) in a subdirectory in its store account.

The team will also design content pages such as product or service descriptions and policy pages. Products or services may include anything that your team believe will satisfy the identified market niche.

Each team will develop banner advertisements that would be placed on the front page of their eCommerce site. Teams will pay for renting the store and placing the banners and, of course, for buying products and services from other teams.

The startup companies must have a dynamic website that is linked to a product or service database, a shopping cart facilities, and transaction processing facilities that will allow customers to use either e-cash, or credit cards. Once the startup companies open for business, teams will have to manage their operations, handle customer service, develop additional products and services, as needed.

Each team will present their project in the class on the day projects are due (see the schedule). You must prepare and upload a summary of capabilities of your e-business site to WebCT. The summary must also include URL to the site and any special instructions, if any, for accessing the site. The project will be worth 125 points. Each will be graded on appearance, ease of use, correct use of links, accuracy of contents, and the thoroughness of coverage of the objectives defined in the business plan, and technical quality of the ColdFusion source codes used to design the web sites. The eCommerce sites may be evaluated by anonymous judges who will rate the sites. Final grade for the project will be based on judges’ ratings, if used, TA’s ratings, and professor’s ratings. All group members in a team will be assigned the same grade.

In addition, top two e-business will be officially recommended to Garage.com, the Sillicon Valley-based incubator for startups. The submitted business plans and eCommerce sites are reviewed by a blue-ribbon high-tech heavyweights. The Grand Prize is $150,000 awarded to the top site and an additional $150,000 is split among the others.

You may consult the following web sites on design of commercial web sites.

http://www.december.com/web/develop.html

E_consultant. (1998). Designing your E_Commerce Site for Service Internet.com

http://www.webpages thatsuck.com/

http://www.wpdfd.com/wpdhome.htm
   http://www.usableweb.com

   http://WDVL.com/Location/Navigation/101/

   http://hotwired.lycos.com/webmonkey/

   http://www.useit.com/alertbox/9605.html

Nielsen, J. (1999). "Top Ten Mistakes" Revisited Three Years Later
   http://www.useit.com/alertbox/990502.html

   http://www.useit.com/alertbox/981129.html

   Business_to_Consumer Electronic Commerce. Communications of the Association for
   Information Systems. 1(16), June.

   http://www.techweb.com/wire/story/TWB19990104S0016

**WEBCT PARTICIPATION**

WebCT participation will be worth 30 points.

A string will be created for each discussion question based on chapters, cases, and outside
materials. You may be asked to analyze cases, answer questions, and opine on different topics. It
is imperative that you participate in the WebCT discussion. This will help do well in the course.
Please acknowledge any sources used in coming up with your contributions by citing them
properly. If you have received it from an URL site, enter the URL links for it. All
communications must be professional. Any unprofessional comments, including insults,
swearing, and flaming will result in dismissal from the course.

**eCOMMERCE HOMEWORK ASSIGNMENTS**

Simple eCommerce homework assignments will be given on ColdFusion, Dream Weaver, and
WebMonkey to make students familiar with these tools. Students will be required them complete
them. These assignments will be worth 15 points.
CLASS PARTICIPATION AND INDIVIDUAL BEHAVIOR

Class participation will be worth 20 points.

You will be required to answer questions, solve problems, and participate in discussions based on chapters, cases, and outside materials. If you do not voluntarily participate, to help you do well in this part of the course, you will be asked questions and you will need to answer them.

Please read the text materials and go over the assigned questions and exercises at the end of each chapter before the class. This will help you do well in class participation.

To help us all get acquainted as quickly as possible, we will use a seating chart. During the second class period, the seating chart will be distributed and you will be asked to write your name on a seat you wish to seat. Please use the same seat for the remainder of the class. If you wish, you may seat with your team members.

Students are expected to attend classes on a regular basis. Too many unexcused absences will adversely affect (e.g., will receive a failing grade) the class participation part of your grade.

Please do not disrupt the class by unnecessarily talking in the class, walking in late, or leaving early. Also, please turn off your cell phone and pager.

In completing the course requirements, students must uphold the standards of academic integrity. Any form of scholastic dishonesty will be subjected to discipline. Scholastic dishonesty includes, but not limited to cheating, plagiarism, and collusions.

If you feel you may have a disability that requires accommodations, please contact the Disabled Student Services Office at 747 5148 or go to Union Building, East Room 106, or email dss@utep.edu

OVERALL GRADE

Your overall course grade will be based on the accumulated total of your class participation score, WebCT participation score, tests score, topical paper score, eCommerce business plan score, eCommerce homework assignments, and the eCommerce project score.

At the end of the semester, the 90% and up = A (4.0), 80 to 89% = B (3.0), 70 to 79% = C (2.0), 60 to 69% = D (1.0), and below 60% = F (0.0) grading scale will be used to assign letter grades. However, there will be a review of total points earned at the end of the semester to ensure that students in comparable performance groups receive the same grade.

COMMUNICATION WITH PROFESSOR
Given the technical nature of the course and need for hands-on help, we need to adhere to the following protocol in order to ensure that you get the help you need to complete all your assignments on time. As you already know, we will have a teaching assistant (TA) for the course. As you also know, the course will be delivered and managed via WebCT.

If you have a technical problem with any assignment, first post the question on WebCT. Either the TA or I will set up a string for each assignment. Students are encouraged to answer each other’s questions on WebCT. You will receive a correct answer to your question within 48 hours regardless of the source.

Any clarification of requirements for an assignment can be done by the professor immediately after the assignment is given in class or via WebCT. Again, either the TA or I will set up a string for each assignment on WebCT.

Any office meetings outside of office hours must be made by appointment.

SOFTWARE OWNERSHIP AND INTELLECTUAL PROPERTY

Since commercially viable eCommerce sites are being designed and developed in the course using expensive and advanced information technology tools provided by the University of Texas at El Paso, it is only fair for you to let your professor and the intellectual property division of the university know that you have commercial intention in mind. You are therefore required to disclose, as a part of enrolling in this course, any attempts to commercialize or use of an eCommerce site for commercial purposes.

USE OF TECHNOLOGY

In order to design and deploy eCommerce sites, the course requires unrestricted access to expensive and advanced information technology in the CALC Lab. It is expected that you will be extremely careful with this technology. It is extremely important that you respect the security levels provided to you and act responsibly within these bounds. Any attempts to break into the server or bring down the server will result in immediate dismissal from the course. Any attempts to electronically impersonate other students or groups in order to take codes from them will also result in immediate dismissal from the course.

ASSIGNMENTS

<table>
<thead>
<tr>
<th>Dates</th>
<th>Text Readings (Chapters)</th>
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<tr>
<td>Aug 23</td>
<td>Introduction and class Orientation</td>
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Overview of Electronic Commerce (Chapter 1)
(Case 1.4: The Internet and the Intranet Shorten Time to Market for New Drugs)

Aug 30  Teams are formed. Start working on a business plan
E-Marketplaces: Structure, Mechanisms, Economics, and Impacts (Chapter 2)
(Case 2.5: Wireless Pepsi Increases Productivity)

Sept. 6  Retailing in Electronic Commerce: Products and Services (Chapter 3)
(Case 3.1: Land’s End: How a Mail-Order Company Moved Online)

Sept 13 Consumer Behavior: Online Market Research and CRM (Chapter 4)
(Case 4.2: Online Weekend in Florence: A Customer Service Success Stories)
Business Plans for the proposed Internet startup companies are due
Topical paper topics are due. Please upload these to WebCT

Sept. 20 Topical papers are assigned
Online Advertising (Chapter 5)
(Opening Case: Web Advertising Strategy Helps P & G Compete)

Sept. 27 Examination 1 based on Chapters 1, 2, 3, 4, and 5 and any outside materials
covered during this part of the semester

Oct. 4 Tutorial #1 on Dreamweaver/ColdFusion Software in CBA 320 (CALC Lab)
Topical papers are due. Please upload your Topical paper to WebCT.
Start working on the proposed eCommerce startup company
Return Examination 1
Company-Centric B2B and E-Procurement (Chapter 6)
(Opening Case: General Motors’ B2B Initiatives)

Oct. 11 Tutorial #2 on ColdFusion/Dream Weaver in CBA 320 (CALC Lab)
E-Supply Chains, Collaborative Commerce, and IntraBusiness EC (Chapter 8)
(Case 8.5: Intrabusiness E-Commerce at Toshiba America)

Oct. 18 Tutorial #3 on ColdFusion/Dream Weaver in CBA 320 (CALC Lab)
E-Commerce Security (Chapter 12)
(Case 12.3: Biometric Authentication at Thriftway)

Oct. 25 Auctions (Chapter 11)
(Opening Case: EBay – The World’s Largest Auction Site)

Nov. 1 Examination 2 based on Chapters 6, 8, 11, and 12 and any outside materials
covered during this part of the semester

Nov. 8 Tutorial #4 on ColdFusion/Web Monkey in CBA 320 (CALC Lab)
Return Exam 2
Electronic Payment Systems (Chapter 13)
(Opening Case: LensDoc Organizes Payment Online)

Nov. 15  A one-page written status report on the eCommerce Web site is due. Please upload the status report to WebCT
Legal, Ethical, and Societal Impacts of EC (Chapter 17)
(Opening Case: MP3.com, Napster, and Intellectual Property Rights)

Nov. 22  Launching a Successful Online Business (Chapter 16)
(Case 16.1: A Brilliant Idea)
E-Commerce Strategy and Global EC (Chapter 15)
(Case 15.3: A Small Business Goes Global)

Nov. 29  Demonstration and evaluation of eCommerce Websites. Please upload the URL of your site to WebCT

Dec. 6  Final Examination (7:00-9:45 pm) based on Chapters 13, 15, 16, 17, and any outside materials covered during this part of the semester