
MOS 3325A Section – 001 eCommerce Strategy Fall/Winter 2020 Course Syllabus

1. Course Information:

1.1 Class Location and Time:

Distance Studies/Online

1.2 Contact Information:

Instructor: Adam Caplan

Office: mos3325.slack.com

Office Hours: Mondays 4:30PM – 6PM, or By Appointment

Email: acaplan3@uwo.ca

DAN Department of Management & Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 519-661-2147 for any specific question regarding an accommodation.

More information about “Accessibility at Western” is available at: <http://accessibility.uwo.ca>

2. Calendar Description

2.1 Course Description:

The digital economy and its impact on commerce is examined. Content includes theoretical and practical knowledge necessary to manage in the E-Commerce world; a survey of current trends in the digital economy; and a framework and methodology for analyzing commercial opportunities and threats in a rapidly changing digital world.

Antirequisite(s): None

Prerequisite(s): Enrollment in 3rd or 4th year of BMOS

2.2 Senate Regulations

Senate Regulations state, “unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.”

This regulation is in regard to the COURSES required.

Students not in BMOS are permitted to enroll in up to 1.0 MOS courses, per the Academic Timetable.

3. Textbook

Custom Course Book available from The Bookstore at Western: https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2020A&courses%5B0%5D=001_UW/MOS3325A

4. Course Objectives and Format

The DAN Department of Management and Organizational Studies as a whole draws upon an evidence-based management approach. Evidence-based management is the systematic process of gathering evidence from multiple sources, critically appraising the evidence, and using that evidence in making and evaluating management decisions to improve organizational performance.

4.1 Course objectives

- Understand the key strategic drivers behind each of the pillars of the retail business ecology;
- Be able to differentiate between objective, strategy and tactic to conceptualize, strategize and support a successful eCommerce operation;
- Develop technologically-minded strategies and innovations to support the fundamental objectives of eCommerce;
- Use real-world research, case studies, and best practice eCommerce retail methodologies to support strategies

4.2 Course format

The course will be delivered as weekly video lectures accessed via OWL. Each lecture is 1-2 hours in length and will be posted on the first business day of each week, with the exception of Fall Reading Week. Readings and additional materials, including other online videos will be available via a Schedule posted and updated on OWL.

Virtual Office Hours will be made available by appointment on the first business day of each week, with the exception of Fall Reading Week, when no Office Hours will be held. Additional Virtual Office Hours will be available on an ad hoc basis.

Virtual Office Hours will be available by appointment via Zoom (link TBD) or Slack (mos3325.slack.com).

5. Learning Outcomes

Upon successful completion of MOS 3325A students will be able to:

- Use both electronic and print research tools to develop a factual analysis of the opportunities and challenges related to entering a retail marketplace.
- Develop fluid, flexible strategies for launching, maintaining, and growing an online business to consumer (B2C) retail operation based on an understanding of the fundamental requirements of the eCommerce business ecology.
- Differentiate between what is meant by objective, strategy, and tactic to conceptualize, strategize, and support a successful eCommerce operation.
- Select appropriate research methodologies and strategic frameworks to construct a business plan for an e-commerce startup, business unit, or pre-existing enterprise that includes target audiences, measurable goals and associated strategies, tactical execution plans, and measurement tools to gauge efficacy of the execution.

6. Evaluation

Business Intelligence Project (Due Oct 19, 2020 6:00PM)	20%	Group Project
Quiz 1: Strategy (Oct 14, 2020 11:00AM – 12:00PM)	10%	1 Hour Individual Quiz
Quiz 2: Marketing Models (Nov 16, 2020 11:00AM – 12:00PM)	15%	1 Hour Individual Quiz
Elevator Pitch (Due Nov 23, 2020 6:00PM)	5%	Group Project
Final Project Overview (Due Dec 7, 2020 6:00PM)	15%	Group Project
Final Project – Individual (Due Dec 7, 2020 6:00PM)	35%	Individual work
Total (40% Group work 60% Individual work)	100%	

Business Intelligence Project

Working as part of an assigned group (the “Project Group”), research and develop the first stage of an e-Commerce Strategy with a market-driven competitive intelligence scan.

Please note, marks may be deducted from the grade if:

1. Sources are omitted or not correctly cited in the APA style (2% per incident) *
2. The submission is not a Microsoft Word (.doc/.docx) document (5%)
3. Your names and student numbers do not appear on the paper (5%)

Project outline will be available via OWL

Elevator Pitch – Group Work

Your Project Group will collaboratively develop a one-page Elevator Pitch based on a provided template. This will be the first step toward validating an eCommerce Strategy.

Marking Rubric

Describes position in marketplace	25%
Defines differentiated position	50%
Provides evidence-based value	25%

Project outline will be available via OWL

Final Project – Group Work

Continuing work with your assigned Project Group, develop an e-commerce strategy for a minimum of 3 products or product bundles. The project will be delivered in a written submission.

1. Determine your eCommerce store’s differentiated strategic position and express it as an Elevator Pitch
2. Develop shared materials (personas, wireframes, and merchandising plans)

Project outline will be available via OWL

Final Project – Individual Work

Based on the shared assets of your Project Group’s collaborative work, develop a core strategy for one pillar of the Retail Business Ecology (RBE). Please note, only one submission for each pillar of the RBE is permitted per group, and the work must be completed individually. For example, if your selected pillar is “Acquisition,” no one else in your group may select that Pillar. Alternatively, if another member of your group has selected “Conversion,” you may not select that Pillar. Any members of a single group who submit work for the same Pillar, regardless of the content, will have their mark for the project reduced by 25%.

Please note: marks may be deducted from the final grade of both the individual and group final projects if:

1. Sources are omitted or not correctly cited in the APA style (2% per incident) *
2. The submission is not a Microsoft Word (.doc/.docx) document (5%)

3. Your names and student numbers do not appear on the paper (5%)
4. If two or more members of the same group submit work under the same pillar (25%)

Project outline will be available via OWL

*Cited in the APA Style – Please see this page for more information on when and how to cite sources:
https://www.lib.uwo.ca/tutorials/apa_style_guide_videos/index7.html &
<https://poorvucenter.yale.edu/writing/using-sources/understanding-and-avoiding-plagiarism/warning-when-you-must-cite>

Quizzes

Quizzes are a mix of multiple choice and short answer **in format**. Each quiz, in total, will be scheduled for **1 hour, consist of no more than 30 questions**, and are **open book examinations. Dictionaries are NOT allowed into the examinations.**

CALCULATORS:

Only non-programmable calculators will be allowed into the quiz. If you are unsure, please ask your professor.

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. Exams will not be returned to students but may be reviewed by contacting your Instructor.

Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this course. There are no exceptions to this. Extra assignments to improve grades **will NOT** be allowed.

Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: You are responsible for your grades in this course.

The DAN Department has a grade policy which states that for courses in the 3000-4000 range, the class average must fall between 70% and 77% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Undergraduate Chair or Chair. Class averages are not grounds for appeal.

7. Lecture and Examination Schedule

See Schedule on OWL

8. Student Responsibilities

Students should familiarize themselves with Western University Senate Regulations, please see: http://www.uwo.ca/univsec/academic_policies/index.html.

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

8.1 Respect

Please act respectfully towards the classroom, the Professor and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the Professor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see the instructor.

Late arrivals are also distracting. Please try to arrive on time for classes.

8.2 No Recording of Classes

Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the professor.

8.3 Copyright Notice

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may not record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, lecture videos, and other course materials publicly and/or for commercial purposes without my written consent.

9. Exam Policies

- Have student identification ready.
- Nothing is to be on/at one's desk during an exam, except your computer and any approved materials
- No other browsers or programs may be open while an exam is in progress.
- Students may be required to use ProctorTrack or other proctoring software.
- To ensure fairness to all students, questions will not be answered during exams.

10. Electronic Communications Policies

The following policies apply to all electronic communications between students and the Professor via electronic means such as E-mail, Slack, and Virtual Office Hour. Please respect the fact that the Professor receives hundreds of communications from students and must deal with those emails in a fair and organized manner. Unacceptable electronic messages will receive a reply saying only "Please see Electronic Communications Policies on the course outline".

10.1 UWO.CA Email Addresses Only

For privacy reasons, students must use their Western email accounts to contact the Professor and to sign up for Slack and Zoom. The Professor will not respond to emails from non-uwo.ca addresses (e.g. hotmail.com, gmail.com, etc.).

10.2 Subject Line Must Include Course and Section Number

The subject line of emails must contain the name or number of the course, and the section number in which the student is enrolled. The Professor teaches different courses and sections and cannot properly respond to questions if he does not know which course or section you are enrolled in.

10.3 Acceptable Electronic Communications

- questions about the course content or materials
- asking to set up an appointment to ask questions or review an exam
- notification of illness or other special circumstances
- providing constructive comments or feedback about the course
- requesting career or future academic guidance related to this course content

10.4 Unacceptable Electronic Communications

- questions that may be answered on OWL or on this course outline
- asking when grades will be posted
- asking what grade a student received

- asking where or when an exam is scheduled or the material covered on an exam
- requests for grade increases, extra assignments, or reweighting of course components

11. Attendance

It is expected that students will attend all synchronous lectures. The professor will not provide access to the lecture after it has been presented. Students are encouraged to obtain missed lecture notes from a fellow student.

11.1 Short Absences.

If you miss a class due to minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

11.2 Extended Absences.

If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

12. Grade Fairness

Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried.

Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to Ivey or graduate school, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

13. Posting of Grades

Midterm exam grades will be posted on OWL once the grades are available. Final exam grades and final course grades are not posted on OWL and are available once they have been posted by the Registrar under “Academic Summary” at the Student Centre website.

14. University Policy Regarding Illness

14.1 Illness

For details on University Policy and student responsibilities go to:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absence_s.pdf

The current Illness Policy is available here (subject to change):

https://dan.uwo.ca/undergraduate/course_information/IllnessPolicy.pdf

14.2 Make Up Examinations

The student must write a make-up exam if the regularly scheduled exam is missed for reasons for which adequate documentation is received by the instructor (this documentation must be supplied by the Academic Counseling office).

The date and time of the make-up examination will be set by the instructor, who will communicate the date to the student.

If a student is unable to meet the scheduled make-up as agreed, then the student is responsible for obtaining new accommodations from Academic Counselling, and seeking a new make-up date with the instructor within a reasonable time frame.

15. University Policy on Cheating and Academic Misconduct

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the Academic Calendar. Note that such offenses include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

A copy of guidelines about how to avoid cheating can be obtained from the office of the Ombudsperson, Room 3135 WSSB, (519) 661-3573, ombuds@uwo.ca.

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses. Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating.

Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring.

The penalties for a student guilty of a scholastic offense include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

16. Procedures For Appealing Academic Evaluations

1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).
2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair: Student Affairs of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate Chair is considered unsatisfactory to the student, he/she may then appeal to the Dean of the Faculty in which the course of program was taken.
4. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office.

17. Support Services

17.1 Support Services

The Registrar's office can be accessed for Student Support Services at <http://www.registrar.uwo.ca> Student Support Services (**including the services provided by the USC listed here**) can be reached at: <http://westernusc.ca/your-services/>
Student Development Services can be reached at: <http://www.sdc.uwo.ca/>

Students who are in emotional/mental distress should refer to Health and Wellness at Western University: <https://www.uwo.ca/health/> for a complete list of options about how to obtain help.

17.2 Academic Concerns.

If you are in academic difficulty, it is strongly recommended that you see your academic counsellor.