

August 22, 2005

**CGT 581B Graphics Applications in e-Commerce**  
<http://www.tech.purdue.edu/cgt/courses/cgt581b>  
**Fall 2005**  
**Course Syllabus**

**CGT 581B Graphics Applications in e-Commerce.** Class 3, cr. 3.

This course explores and discovers leading edge e-Commerce web development technologies and applications in computer graphics. Students research applicable topics and write a properly formatted document for submission to a journal or conference. e-Commerce and marketing case studies related to computer graphics are reviewed and discussed to develop a broader understanding of electronic commerce. Topics for written assignments include server-side technologies, applications, database management systems, and solutions related to visual communication through electronic commerce.

**Prerequisites: None.**

**Course Supervisor:** Professor R.J. Glotzbach  
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**Course Learning Outcomes**

Upon completion of CGT 581B, students will be able to:

1. Develop an article for publication in a journal or presentation at a conference.
2. Successfully submit the article to a conference or journal.
3. Demonstrate recognition of key factors that influence the e-commerce market.
4. Describe the relationship between visual communication and e-commerce.
5. Demonstrate an understanding of business principles related to e-commerce.
6. Discuss and demonstrate an understanding of the major technologies and applications at use in e-commerce.
7. Discuss and demonstrate an understanding of the major database management systems at use in e-commerce.
8. Describe, compare, and contrast competing technologies and applications.

### Weekly Topics

*(The weekly topics are subject to change at any time by the course administrator. For the most up to date weekly topics, see the course website. There is typically one week of vacation time during the year that is not listed here. For this reason, a 15-week schedule is listed.)*

Week	Discussion	Assignment(s)	Reading(s)
Week 1	Intro to the course, e-Business & e-Commerce, Case Study	1 page in class writing assignment	In class reading: Proctor & Gamble
Week 2	Amazon.com, Kazaa, and Types of e-Commerce	Writing Assignment 1	Laudon: Ch. 1
Week 3	APA Formatting	Writing Assignment 2	APA Manual
Week 4	Business Models and Concepts	Writing Assignment 3 Topic Assignment	Laudon: Ch. 2
Week 5	e-Commerce Infrastructure, Web services	Writing Assignment 4	Laudon: Ch. 3
Week 6	Building an e-Commerce website	Writing Assignment 5	Laudon: Ch. 4
Week 7	APA Revisited - Semester articles	Writing Assignment 6	APA Manual
Week 8	The Walmartization of America	Writing Assignment 7 5 Journals/Conferences	In class reading: Walmart Articles
Week 9	Security and Encryption in web development and commerce	Writing Assignment 8	Laudon: Ch. 5
Week 10	Payment Systems	Writing Assignment 9	Laudon: Ch. 6
Week 11	Marketing Concepts as it relates to visual communications	Writing Assignment 10	Laudon: Ch. 7
Week 12	Marketing Communications as it relates to visual communications	Writing Assignment 11 Paper Formatting	Laudon: Ch. 8
Week 13	Final Paper Discussions & Analysis	Final Paper Critiques	CS: WebMD
Week 14	Summary of e-Commerce Practices for Computer Graphics	Final Paper – Format and Prepare for submission.	CS: RealNetworks
Week 15	Course Wrap-up Instructor Evaluations Final Paper Due By 5:00 PM Friday	Paper Submission	CS: Internet Advertising

### Texts (required):

- Laudon, K.C., & Traver, C.G. (2004). E-commerce: business, technology, society (2nd ed.). Addison Wesley. ISBN: 0-321-20056-X.
- Laudon, K.C., & Traver, C.G. (2004). Case book to accompany E-commerce: business, technology, society (2nd ed.). Addison Wesley. ISBN: 0-321-26936-5.
- Publication manual of the American Psychological Association (5th ed.). (2001). American Psychological Association: Washington D.C. ISBN: 1-55798-791-2.

### Supplies

- Microsoft Word (or other \*compatible\* word processing device)
- 2 Blue Books

## Evaluation

Activity	Percentages*
Participation	20%
Writing Assignments	25%
Homework Assignments	15%
Final Paper	30%
Submission to Conference / Journal	10%
Total	100%

\*Regardless of the above percentages, any student who completes less than 80% of the assignments will receive an F for the course.

## Grading Scale

90 - 100%	A
80 - 89%	B
70 - 79%	C
60 - 69%	D
0 - 59%	F

## Grading Philosophy

Superior work, professional	<b>A</b>
Above average student work	<b>B</b>
Average student work	<b>C</b>
Below average student work	<b>D</b>
Failure	<b>F</b>

## Course Administration

- *Lecture and Demonstration*  
Lectures will concern the body of knowledge surrounding hypermedia production. The demonstrations will cover specific operations and techniques. You are expected to be at both of these (see Excused Absences below). If you have to miss a lecture or a demonstration, permission for an excused absence must be granted by the professor before the lecture or demo. It is your responsibility to secure all materials and information presented in lecture or demo, even with an excused absence. Lectures and demonstrations will not be repeated. Lectures or demonstrations may be tape recorded with the professor's permission.
- *Excused Absences*  
You must clear any absence beforehand with the instructor and the instructor will require documentation before the absence is excused. Absences due to illness or other circumstances beyond your control will be handled on a case-by-case basis and will require documentation.  
Note:
  - Attendance will be taken at all meeting times.
  - A class is defined as one (1) lecture, one (1) demonstration or one (1) lab.
  - Quizzes will be used for attendances. The number of quizzes missed indicates the number of absences.

- You may have 3 absences (excused or unexcused) from class without affecting your semester grade (no questions asked).
- Upon the 4th absence from class your final semester letter grade will be reduced by one letter grade.
- Upon the 5th absence you will automatically fail the course.
- Extenuating circumstances will be handled on a case-by-case basis. A case will only be considered "extenuating" if the student has contacted the Office of the Dean of Students and requested an explanation of absence be sent to Professor Glotzbach.
- *Philosophy*  
As a student in a college course you will often be expected to do original analyses of your work and that of others - your peers and recognized professionals. Your ability to plan, evaluate, and critically analyze project goals, guidelines, and problems to create a unique, self-generated solution is a central activity of this course. You will be expected to attend class and laboratory sessions and to turn in assigned work on time. Late work will not be accepted. Failure to do so demonstrates a lack of readiness to handle independent work and may call for individual counseling, loss of course points, or failure.
- *Outside Work*  
Outside work will be necessary. Preparatory sketches should be done outside of class. You will not be able to complete the assignments if you work only in class. Files can be passed back and forth between Mac and PC as long as (a) you use a PC disk, and (b) use correct PC 8.3 (ISO 9660 Level 1) file extensions
- *File Security & Disks*  
You are responsible for the security of your files. Period. You should have multiple copies on multiple sources (disks, Zip, TCN server, ITaP server) at all times. Given a faulty diskette or other media, the instructor will assist you in attempting to recover lost files. However, ultimately you are responsible for maintaining your digital data. Loss of data, files, or other associated items needed for a project will require that you recreate your work, with no exceptions.

### **Student Conduct and Policies**

- The [Purdue University Student Conduct Code](#) must be followed.
- No swearing, or derogatory comments about, or towards, any member of the class will be tolerated in any class period.
- No food or drinks of any kind will be allowed in any lab sessions.
- Students are expected to arrive on time for all class and lab sessions.
- Standards set by Purdue University as outlined in the Student Handbook and the University Regulations (1996-1997) will be observed in this course. Students are expected to be present at each and every meeting of the class. In the event that a student must miss a class period, they must inform the supervising instructor of the course of their absence and NOT a teaching assistant (TA). Should the student not be able to reach the instructor they are to leave a message for him/her at their office with the secretary. Should circumstances not allow this, the student may contact the Dean of Students Office and explain their emergency. The Dean's office will then pass the word along to each of the student's professors for them. Upon your return to Purdue, contact the supervising instructor as soon as possible in order to make arrangements for work, handouts, quizzes, or tests that they may have missed. The supervising instructor has the final word on what work, etc. students may be allowed to make up. Every student has the right to appeal to the university any decision made by their supervising instructor.
- Late assignments will not be accepted unless prior arrangements have been made with the Instructor and because of extreme circumstances. (Not coming to lab, or forgetting, doesn't rate as an extreme circumstance.)
- No student will be allowed to make up any written exam, lab practical, exam, or quiz unless they have an official or medical excuse.
- Standards set by Purdue University as outlined in the Student Handbook and the University Regulations (1996-1997) will be observed in this course. Any student found participating in cheating, plagiarism, copying material from another person's disk, using illegal cribs or other materials during a written examination, lying to course instructors and lab assistants about his or

her own work, stealing tests, quizzes, or answer keys, and any such activities will be considered in conflict with the printed academic honesty guidelines as set out by Purdue University and the School of Technology. In such cases the matter will be reported to the Office of the Dean and the appropriate Purdue University administration officers for consideration and possible disciplinary action.

- Students who have special needs, i.e. hearing or visually challenged, etc., or in need of tutoring, etc., may contact the Dean of Students Office located in Schleman Hall, Room 207, 494-1747 for further assistance.

**Laptops, pagers, cell phones, & other electronic devices**

- It is permissible to bring a laptop (notebook, palmtop) computer to class for the purpose of taking notes. However, it must be used QUIETLY ... that is, no clicking, clacking, or sound effects. If your laptop becomes a distraction to others in the class, you will be asked to turn it off and to NOT bring it back. Similarly, we will not tolerate beeping, chirping, ringing (or any other sound) from a pager or cell phone in class. If you must use your cell phone for any reason, you MUST leave the room.
- No electronic devices of any kind will be allowed at exams, except for approved calculators. Do not bring a phone, pda, pager, text messenger, or any other electronic device to the exam. You will not be allowed to answer it. If you are caught with it during an exam, your exam will be confiscated, you will receive a zero on that exam, and you will be asked to leave the exam.
- TURN OFF your cell phones, pagers, and any other electronic devices that make noise. Be courteous to the instructor and your fellow classmates by turning off these devices before class begins. Ringing phones, etc, will not be tolerated during class.