

RECEIVED

1. General Information

1a. Submitted by the College of: COMMUNICATION AND INFORMATION

Date Submitted: 1/11/2013

1b. Department/Division: Library & Information Science

1c. Contact Person

Name: Will Buntin

Email: will.buntin@uky.edu

Phone: 859-257-3317

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

1d. Requested Effective Date: Specific Term/Year¹ Fall 2013

1e. Should this course be a UK Core Course? No

2. Designation and Description of Proposed Course

2a. Will this course also be offered through Distance Learning?: No

2b. Prefix and Number: ICT 406

2c. Full Title: e-Commerce Regulation

2d. Transcript Title:

2e. Cross-listing:

2f. Meeting Patterns

LECTURE: x

2g. Grading System: Letter (A, B, C, etc.)

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester?

2j. Course Description for Bulletin: Business and commercial transactions conducted via electronic means are subject to complex legislation and regulation that changes frequently. The relevant legislation and regulatory mechanisms govern commercial transactions as well as any electronic marketing, such as promotional emails or online newsletters. This course provides an overview of the regulatory framework governing e-commerce transactions, relevant standards and ethical considerations, protocols to ensure consumer protection, and emergent issues relating to compliance and enforcement.

2k. Prerequisites, if any:

2l. Supplementary Teaching Component:

3. Will this course taught off campus? No

If YES, enter the off campus address:

4. Frequency of Course Offering: Summer,

Will the course be offered every year?: Yes

If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?: Yes

If No, explain:

6. What enrollment (per section per semester) may reasonably be expected?: 35

7. Anticipated Student Demand

Will this course serve students primarily within the degree program?: Yes

Will it be of interest to a significant number of students outside the degree pgm?: No

If Yes, explain: [var7InterestExplain]

8. Check the category most applicable to this course: Relatively New – Now Being Widely Established,

If No, explain:

9. Course Relationship to Program(s).

a. Is this course part of a proposed new program?: Yes

If YES, name the proposed new program: Information Communication Technology (ICT)

b. Will this course be a new requirement for ANY program?: No

If YES, list affected programs:

10. Information to be Placed on Syllabus.

a. Is the course 400G or 500?: No

b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10.a above) are attached: Yes

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components? NO

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE[JTHU222]Jeffrey T Huber|Dept approval for ZCOURSE_NEW ICT 406|20121127

SIGNATURE[CEMONA2]E C Monaghan|College approval for ZCOURSE_NEW ICT 406|20121127

SIGNATURE[JMETT2]Joanie Eit-Mims|Undergrad Council approval for ZCOURSE_NEW ICT 406|20121217



School of Library
& Information Science

ICT 406: E-Commerce Regulation

Instructor

TBD

320 Lucille Little Fine Arts Library

Lexington, KY 40506-0224

Phone: 859.257.8876 (administration)

Phone: 859.257.3317 (admissions)

Fax: 859.257.4205

Preferred method of contact: email

Office Hours

- TBD and by appointment
- Contact me via e-mail to schedule an appointment to meet: I will frequently respond as soon as possible, usually within 24 hours.

CLASS INFORMATION

Course Format: This is a face-to-face course. You are required to attend scheduled classroom sessions. Asynchronous class discussion via Blackboard will be required periodically.

Course Requirements

You will need access to an appropriate computer with a broadband Internet connection.

Blackboard

The Blackboard course management system will be used to facilitate the class. Please visit <http://www.uky.edu/Blackboard/> to learn about this system and the login requirements.

COURSE INFORMATION

Course Description

Business and commercial transactions conducted via electronic means are subject to complex legislation and regulation that changes frequently. The relevant legislation and regulatory mechanisms govern commercial transactions as well as any electronic marketing, such as promotional emails or online newsletters. This course provides an overview of the regulatory framework governing e-commerce transactions, relevant standards and ethical considerations, protocols to ensure consumer protection, and emergent issues relating to compliance and enforcement.

Course Objectives

The objective of this course is to examine and identify:

- The key concepts related to electronic commerce.
- The technologies facilitating electronic business and commercial transactions.
- The legal and policy framework governing electronic business and commercial transactions.
- Ethical considerations and consumer protections.

- Current issues and concerns relating to e-commerce regulation.

Learning Outcomes:

Students completing the course will be able to:

- Define and describe the key concepts related to e-commerce and e-commerce regulation.
- Apply knowledge of e-commerce regulation in hypothetical scenarios.
- Critically consider specific national and global laws that apply to e-commerce transactions.
- Demonstrate an understanding of e-commerce technologies and their applications.
- Recognize and assess ethical principles that apply to e-commerce.
- Assess and evaluate emerging issues relating to e-commerce regulation.

Course Methodology

Each week, students will be expected to:

1. Review the week's learning objectives.
2. Complete all assigned readings.
3. Read and understand any additional supplementary material that may be provided from time to time.
4. Participate in the Discussion Boards and any other on-line assignments*
5. Complete and submit all assignments and quizzes by their due dates**

* Students are expected to participate in the discussion board topics, which will be posted no later than Sunday at midnight at the start of each week. The topics will relate to the course readings and supplementary material assigned. Students will be evaluated based on the substance, facts, ideas, opinions, tone, and style of their responses. Responses will be monitored for inappropriate comments.

Required Reading

Ferrera, G. R. (2012). *Cyberlaw: Text and cases*. Mason, Ohio: South-Western Cengage Learning.

Supplemental Reading

Fensel, D. (2003). *Ontologies: A silver bullet for knowledge management and electronic commerce*. Berlin: Springer-Verlag.

STUDENT EVALUATION

Grading Parameters

Final Exam:	30%
Midterm Exam:	20%
Position Papers:	20%
Class Participation:	20%
Mini Quizzes:	10%

Grading Rubric

The following grading rubric will be employed to evaluate position papers:

Written communication (50 %)

Organization

- Inadequate (10 %): There appears to be no organization of the essay's contents.
- Needs Improvement (15 %): Organization of the essay is difficult to follow, due to inadequate transitions and/or rambling format.
- Adequate (20 %): The essay can be easily followed. A combination of the following is apparent: Basic transitions are used; a structured format is used.
- Professional quality (25 %): The essay can be easily followed. A combination of the following is apparent: Effective transitions are used; a professional format is used.

Mechanics and grammar

- Inadequate (10 %): Sentences and paragraphs are difficult to read and understand due to poor grammar or mechanics
- Needs improvement (15 %): The essay contains numerous grammatical and mechanical errors.
- Adequate (20 %): The essay contains minimal grammatical or mechanical errors.
- Professional quality (25 %): The essay is clear and concise and contains no grammatical or mechanical errors.

Content (50 %)

Correctness of facts

- Inadequate (10 %): Most facts are wrong.
- Needs improvement (15 %): Some facts are wrong.
- Adequate (20 %): Technical details are generally correct.
- Professional quality (25 %): All facts are correct, and the technical explanation is both concise and complete.

Completeness

- Inadequate (10 %): Did not address some of the questions.
- Needs improvement (15 %): Addressed the questions, but provided few details.
- Adequate (20 %): Address the questions, but left out some details.
- Professional quality (25 %): Addressed all questions completely.

Grading Scale

- [90% – 100%] = A (Exceptional Achievement)
- [80% – 89%] = B (High Achievement)
- [70% – 79%] = C (Average Achievement)
- [60% – 69%] = D (Below Average Achievement)
- [0% – 59%] (Fail)

Participation

Students are expected to participate in and complete weekly discussion board topics to earn participation points. A weekly discussion forum will be initiated over the course of the semester, i.e., one discussion topic per week. You are required to make a post to each forum which will be graded out of ten (10) points on the basis of their quality. A quality post will include a substantive and thoughtful contribution to the discussion board topic. "I agree with the author" will not be deemed a credit-worthy response.

I encourage you to complete your discussion posts and other work in *Notepad* and then paste it to Blackboard. If work is composed online and there is a technology-related failure, it will likely be lost.

Please note: Discussion board topics will be posted no later than Sunday at midnight at the start of each week.

Midterm Grade Policy

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

Attendance Policy

You are expected to attend every class session. Each student will be allowed to miss no more than two class sessions without a grade penalty. Every missed class after that will result in a 5 point penalty for the student's attendance grade. If a student misses 20% or more of the class, the student will fail the course and will be expected to withdraw from the course (SR 5.2.4.1-2).

Excused Absences (S.R. 5.2.4.2)

Summarized from Senate Regulation 5.2.4.2: A student shall not be penalized for an excused absence. The following are defined as excused absences:

- Significant illness of the student or serious illness of a member of the student's household (permanent or campus) or immediate family.
- The death of a member of the student's household (permanent or campus) or immediate family.

- Trips for members of student organizations sponsored by an educational unit, trips for University classes, and trips for participation in intercollegiate athletic events, including club sports registered with the university as well as varsity sports. Prior notification is required.
- Major religious holidays. Prior notification is required.
- Any other circumstances which the Instructor of Record finds reasonable cause for absence.

Students missing any graded work due to an excused absence bear the responsibility of informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required), and of making up the missed work. The Instructor of Record shall give the student an opportunity to make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

Excused absences' effect on grading: Summarized from Senate Regulation 5.2.4.2: If attendance is required by the class policies elaborated in the syllabus or serves as a criterion for a grade in a course, and if a student has excused absences in excess of one-fifth of the class contact hours for that course, a student shall have the right to petition for a "W", and the Instructor of Record may require the student to petition for a "W" or take an "I" in the course. If a student has an excused absence on a day when a quiz is given, the instructor may not deny permission for a makeup exam and simply calculate the student's grade on the basis of the remaining requirements.

Verification of Absences

Faculty have the right to request appropriate verification when students miss class due to illness or death in the family. Any absence for University related travel should be provided prior to the absence.

Submission of Assignments

Assignments are due on the day listed or set in consultation with the instructor. Email or computer failures will not be accepted as valid excuses for late work. If you have a situation arise that will impact your ability to turn in your work on a timely basis, make the instructor aware of it as soon as possible.

Academic Integrity, Cheating & Plagiarism

According to Senate Regulation 6.3.1: "All academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission." For specific information regarding the University's code and regulations on plagiarism and cheating, visit:

<http://www.uky.edu/StudentAffairs/Code/>

<http://www.uky.edu/StudentAffairs/Code/part2.html>

<http://www.uky.edu/Ombud/Plagiarism.pdf>: "Plagiarism: What is it?"

Group Work & Student Collaboration

Unless otherwise noted, all assignments are expected to be done by the individual student. Students are only allowed to collaborate on assignments when explicitly allowed by the instructor or syllabus.

Incompletes

Student requests for an Incomplete (an I grade) will be considered within University guidelines and only in extreme circumstances. See section 5.1.3.2 <http://www.uky.edu/StudentAffairs/Code/part2.html>.

Classroom Behavior

Students are expected to full participate in class. This means having completed all assigned readings prior to class and arriving prepared to discuss the topics for that class period. Participation also includes activity on our Blackboard shell used to facility in-class activities. All students participating in class room discussions are expected to provide relevant discussion, be respectful of other class mates and their opinions and share any relevant personal experience that may add to the topic at hand.

Academic accommodations due to disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

TECHNOLOGY INFORMATION & RESOURCES

Students must have regular access a computer with a reliable Internet connection and audio capabilities. Internet Explorer 7 (IE) or Firefox 2.x are the recommended browsers for those using a Windows-based PC. Those using Firefox 3.x may encounter problems with assignment uploads. Those using an Apple computer with MAC OS X (10.5.x) may use Firefox 3.x or Safari 3.x.

Please be certain that your computer and/or browser allow you to view Adobe Reader documents (.pdf), Microsoft Office and other software products are free for students:
<https://iweb.uky.edu/MSDownload/>.

As your instructor, I am your first go-to person for technology problems. If you need more immediate assistance, please contact TASC or UKIT.

Teaching and Learning Services Center (TASC)
<http://www.uky.edu/TASC/>; 859-257-8272

Information Technology Customer Service Center (UKIT)
<http://www.uky.edu/UKIT/>; 859-257-1300

Library Services

Distance Learning Services

<http://www.uky.edu/Libraries/DLLS>

- Carla Cantagallo, DL Librarian
- Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)
- Email: dllservice@email.uky.edu
- DL Interlibrary Loan Service: http://www.uky.edu/Libraries/libpage.php?lweb_id=253&llib_id=16

Course Reserves

http://www.uky.edu/Libraries/page.php?lweb_id=23<ab_rank=3

GENERAL COURSE POLICIES

Policies concerning academic integrity, excused absences and academic accommodations due to disability are available online at: <http://www.uky.edu/CIS/SLIS/academics/policies.pdf>

READINGS SCHEDULE

Week 1	<i>Preface, begins on page xxv</i>
Week 2	<i>Chapter 1: Introduction to Cyberlaw</i>
Week 3	<i>Chapter 2: Innovations and Inventions</i>
Week 4	<i>Chapter 3: Business Governance and Management- Formation, Financing and Exit Strategies</i>
Week 5	<i>Chapter 4: Trademarks</i>
Week 6	<i>Chapter 5: Copyright</i>
Week 7	<i>Chapter 6: Patents</i>
Week 8	<i>Chapter 7: Trade Secrets</i>
Week 9	<i>Chapter 8: Dispute Resolution – Jurisdiction, Litigation, and ADR</i>
Week 10	<i>Chapter 9: Contracts for Internet and Tech Sectors</i>
Week 11	<i>Chapter 10: Employment Relationships in the Internet and Tech Sectors</i>
Week 12	<i>Chapter 11: Government Regulation</i>
Week 13	<i>Chapter 12: Privacy</i>
Week 14	<i>Chapter 13: Security and Computer Crimes</i>
Week 15	<i>Chapter 14: International Cyberlaw</i>