MIS 6615 - eBusiness

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1. Special Announcements

I have made a decision regarding our next two classes. We will meet tomorrow and begin talking about eCommerce legal implications. Specifically, we will explore three topics:

- The Relationship between Law and Technology: Intellectual Property in the Information Age (please make sure you print and come **prepared to discuss an article** at http://web.archive.org/web/20060420110007/http://stills.nap.edu/html/digital_dilemma/exec_summ.html
- **"Prepared to discuss" in this context means I will ask YOU to deliver main points in the article!!!**
- Security, Authentication, Digital Signatures, Electronic Signatures (slides, I will lecture)
- Regulatory Issues in e-Commerce – Government Regulation, Information and Data Privacy (slides, I will lecture)

On 5/13/03, after a 30 min section for presentations (8 min each student), a Guest Lecture will be conducted for a duration of 2 hours (6:30 to 8:30) and it will be addressing the following issues:

- U.S. Common Law Alternatives to Intellectual Property Protection: Criminal Law, Tort Law, Property Law
- Government Regulation of Online Content and Jurisdiction
- Online Contracting – shrinkwrap, browsewrap, clickwrap, UCITA and UETA, licensing issues
- Intellectual Property Protection - trademarks, patents, trade secrets, advertising, linking, framing issues
- Domain Names, Dispute Resolution: Litigation and Arbitration distinctions

2. Course Outline, Schedule & Grading Philosophy - "right click" on the link to download

3. Literature

- Weill, P. & Vitale, M. *Place to Space: Migrating to eBusiness Model*s, Harvard Business School Press, April 2001, ISBN: 157851245X
- Turban, Efraim; King, David; Lee, Jae; Warkentin, Merrill; Chung, Michael. *Electronic Commerce 2002: A Managerial Perspective* (2nd Edition), Prentice Hall; January 2002; ISBN: 0130653012
- Case Book

4. Lecture materials

Introduction to the course	Framework Slides	Lecture 1a
		Lecture 1b
Lecture 2	Lecture 3	Lecture 4
Lecture 5	Lecture 6	Lecture 7
Lecture 8	Lecture 9	Lecture 10
Lecture 11	Lecture 12	

5. CASES for Team Presentations and Individual Papers

CASE 1. Citibank's e-Business Strategy for Global Corporate Banking
CASE 2. GE's Digital Revolution: Redefining the E in GE

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