## 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:

  
  "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

- Case Book

### 4. Lecture materials

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

### 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**