DIGITAL STRATEGY AND ECOMMERCE
Paris -   September 2018
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PSB ■ ■ ■
PARIS SCHOOL
OF BUSINESS

COURSE OBJECTIVES: The course provides a detailed examination of the history, infrastructure, security processes, social networking and marketing focusing on digital business strategy. A focus relates to how businesses can successfully combine approaches to achieve a comprehensive physical/digital competitive strategy. Students will depart the class with both academic and applied knowledge of how digital technologies are best utilized.   Read ALL the syllabus carefully to understand detailed instructions and information Further course information at the instructors Paris site of: http://ZebraInternational.WordPress.com

COURSE LEARNING GOALS: At the course conclusion students will:
- Will know the important technical issues (security, WEB and Internet systems, payment mechanisms, design, etc.) as well as the non-technical aspects (strategy, marketing) of Digital enabled business.
- Will understand how technical and managerial skills are interwoven and be able to use application tools (WordPress) to create a Blog.
- Gain a broad understanding of how web enabled business has created new international business models across all industry sectors; how businesses have used Internet technologies so as to create disruptive competitive advantages, and how Internet enabled business is affecting all aspects of operations, across all business sectors by altering the manner in which business is conducted.

INSTRUCTOR: KIP BECKER
(**Meet Me**) **https://www.youtube.com/watch?v=Ja5D8udUJy0&feature=youtu.be**
Dr. Kip Becker is an Associate Professor Emeritus at Boston University for the Department of Administrative Sciences. He has published over seventy articles and book chapters internationally in the areas of international management, Electronic commerce, strategy, brand value and reputation management. He is on the Board of the International Management Development Association, the Chief Editor of the *Journal of Transnational Management* and a co-editor of the *Journal of Euromarketing* for technology and Ecommerce. He has owned a waterfront restaurant and is president of Northwind Management International which has conducted management training and consulting with companies, governments and associations worldwide. Prior to entering academe' Dr. Becker's experience included positions with: TDX systems of Cable and Wireless Ltd. in marketing, the U.S. Department of Justice, a special task force member in the President Regan administration and as a U.S. army helicopter instructor and combat pilot during Viet Nam and Desert Storm. He holds a second dan black belt in Taekwondo.

Readings
ARTICLES: The syllabus provides daily current videos. These are to be accomplished __PRIOR__ to the start of class as little time exists during the intensive class to accomplish this. Take notes as material will be on the exam.

WordPress.com Software Downloaded Free at http://www.wordpress.com
We will use **WordPress.com** for the design of a blog and website as it offers free software and hosting. Do not mistake it for WordPress.org which is more powerful but a pay for product. *Do not upgrade* the wordpress.com as this assignment is not meant to become "a war of paid for apps" but a fun project.

Additional WordPress Learning Aids:
- **WordPress.com Website.** You will find excellent and easy to follow instructions on accomplish many tasks in the WordPress help area. Also within your site are "?" which will help you with information about the area
- You can use a **search engine** (google etc) and just type in your question**.** Lots of quick information
- Dr. Becker lecture on WordPress.com building a site
- **YouTube Videos**. Aside from my videos there are many quite good self-help videos found through the YouTube search engine or Google inserting the question topic. Make sure you are watching wordpress**.com** Not wordpress**.org** - different

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COURSE GRADING: (also see in Appendix: Grading discussion and assignment descriptions)

Your final grade is calculated from a total of points that you earn from the following distribution:
1. Value added class participation/discussion   35
2. Team presentation and executive summary   15*
3. Blog Project   10
4. Exam on lectures, cases presentations and listed videos in syllabus. To be given week after class day/time TBA   40

Total Points 100

*Note: *To assist the grading of projects requiring teamwork each student's contribution to the project needs to be clearly defined. Each team member will complete The Team Member Rating Form providing feedback on team member contributions (see appendix: Individual Rating Form).*

TEAM TOPIC PRESENTATIONS AND EXECUTIVE SUMMARY PAPER

Teams are assigned a topic to research, present in class and provide a written executive (two-page) summary of their presentation. This is to be distributed electronically to class members. Expect questions from the presentations/papers on the final examination.

The presentation is limited to ten minutes and should your team use PowerPoint, to avoid a *"reading of slides" and "death by PowerPoint presentation,* the number of slides is limited to a slide stating the topic and team member names and no more than three additional slides. Teams are to provide to instructor: 1. The topic title and a list of team member names and distribute (if used) the PowerPoint to class members. Keep in mind that all members of the team are expected to have an active part in the paper and the presentation and each team member will assess the effort of other members of the team and turn in to me the team member rating form.

Teaching Schedule, September 10 - 14

	Sept 10	Sept 11	Sept 12	Sept 13	Sept 14
	Monday	Tuesday	Wednesday	Thursday	Friday
8h - 9:30					
9h45 –11h15	X	X	X	X	X
11h30 - 13h	X		X		
13h45 – 15h15	X/CL		X/CL		
15H30 – 17H	CL				

X = Classroom Lecture
CL = Blog and project time

TEAM CASE PRESENTATIONS

TEAM	TOPIC	TEAM	TOPIC
TEAM 1 **Tuesday**	**The Free Society**: everyone expects free on web (software, videos) where is profit generated in free?	**TEAM 5** **Wednesday**	**Web Shopping versus Retail** What is future of Retail? What needs to be considered to secure that future?
TEAM 2 **Wednesday**	**What is True** on Web and Social Networks? How is "Truth" created and can false statements be changed?	**TEAM 6** **Thursday**	What is the "**Share Economy**" and how has it changed many industries?
TEAM 3 **Wednesday**	Your **Personal Information**: What do shopping and Social Networks collect on you and your friends? How do they use it?	**TEAM 7** **Friday**	**Robots:** Software Internet Robots (spreadsheets etc.) What are they? What jobs have/will be lost? What should I be doing/learning now to prepare?
TEAM 4 **Wednesday**	**GDPR** (General Data Protection Regulation) What is it? How does it affect the web and you?		4 teams of 6 3 teams of 7

WEEKLY SCHEDULE AND ASSIGNMENTS

DAY 1: MONDAY 9:45 TO 17H

THE DEVELOPMENT OF THE INTERNET: WHY IT WAS DEVELOPED, WHO SHAPED IT
WEB INFRASTRUCTURE: WWW AND INTERNET: WHAT MAKES IT WORK?

PreClass Assignment
What Net Neutrality Means for You
https://www.youtube.com/watch?v=2psly3euy78
Can You Track Me Now? (review for sense of tracking)
https://www.youtube.com/watch?v=NjuhdKUH6U4
https://www.youtube.com/watch?v=dBnpr3pkFlk
Defcon 18 - How I met your girlfriend or "privacy is dead"- Samy Kamkar (review for general idea of what is happening)
https://www.youtube.com/watch?v=YDW7kobM6Ik
CLASS LECTURE
_____

CLASS BLOG DISIGN
Introduction WordPress.com
- o   Use WordPress Help section for good explanations of many WP tasks
- o   Videos by Professor Kip Becker

https://www.youtube.com/watch?v=1aMudlcEYK4&t=5s
Getting started
https://www.youtube.com/watch?v=6HmaxO62bwQ&t=22s
Deleting posts
https://www.youtube.com/watch?v=11x8_hhqy6k

BLOG: Post the active URL to your blog and make a post to other student blogs by Wednesday
The assignment's purpose is to get to know your classmates better as well as to have you consider the attributes of a blog, its structure, content and organization from a management point of view.
CONSTRUCT A PERSONAL BLOG
1.   We will create a location for you to post your BLOG address. In that location:
2.   Name the tread - Use your first and last name as the name of your post. (e.g. Kip Becker) and provide the Blog title and **The hypertext URL** location using *the "link" feature* so it can be clicked on and is active. **Non-active links will NOT be viewed. Blogs need to be complete by Wednesday morning. Student posts to other's Blogs by Thursday evening.**
3.   NOTE Blog Specifics found in Appendix
4.   Now go to the Blogs of the other students and post a note directly on their Blog to let them know you have seen it.

DAY 2   TUESDAY   9:45 – 11:15H

TOWARD A MARKETING STRATEGY AND SOCIAL NETWORKS
PreClass Assignment
For Discussion: The Power of Like
http://www.youtube.com/watch?v=KzghZOIIN40
The development of "content" the rise of the New Marketing
https://www.youtube.com/watch?v=dBnpr3pkFlk

CLASS LECTURE

DAY 3   WEDNESDAY   9:45 – 11:15H
PERSONAL BLOG AND TEAM WORK: 11:30 -15:15H
DESIGNING THE COMPREHENSIVE STRATEGY:
INTEGRATING PHYSICAL AND DIGITAL STRATEGY
PreClass Assignment
Coke Marketing (Part 1)
https://www.youtube.com/watch?v=LerdMmWjU_E
Coke Marketing (Part 2)
https://www.youtube.com/watch?v=fiwIq-8GWA8
Air B2B designing for success
https://www.youtube.com/watch?v=LVPL7APUZrk
CLASS LECTURE

DAY 4   THURSDAY   9:45 – 11:15H
CLASS LECTURE
INTERNET THREATS TO BUSINESS, SECURITY AND PAYMENTS
PreClass Assignment
Threats - Cyberespionage: building an internet is not enough, it must be secure as well
http://www.youtube.com/watch?v=Js52FjOsgPA
TRUST STAGE 1: IBM Zone Trusted Information Channel (ZTIC) An idea for security
http://www.youtube.com/watch?v=xcmY8Pk-qEk
TRUST STAGE 2: The Open ID and Web Security – An idea for security
http://www.youtube.com/watch?v=mPZrkeHMDJ8

DAY 5   9:45 – 11:15H
CLASS LECTURE
INTERNET THREATS TO BUSINESS, SECURITY AND PAYMENTS
The Block chain
https://www.youtube.com/watch?v=KP_hGPQVLpA
Ochko123 - How the Feds Caught Russian Mega-Carder Roman Seleznev
https://www.youtube.com/watch?v=6Chp12sEnWk

APPENDIX: BLOG WITH WORDPRESS ASSIGNMENT

You are to create a BLOG using WordPress (HTTP://WWW.WORDPRESS.COM). The goal of introducing you to the blogging community is not so much for you to have a personal blog as to set up an assignment that is fun and interesting as you learn the concepts of blogging and how companies can use them to interact with consumers as well as how an unsatisfied consumer can damage brand reputation.
You are to produce a simple personal blog site (a one-page blog) to introduce yourself to your classmates. You can provide pictures of your dog, your family or friends, so we can get to know you better. You will use WordPress to make your blog. Depending on how sophisticated you wish your site to be the time frame to accomplish this should run generally about three or four hours. With practice, you can establish a very nice site in less than an hour. WordPress is widely used (and owned by Google) you will find excellent and easy to follow instructions on accomplish many tasks in the WordPress help area.

MINIMUM BLOG EXPECTATIONS

1. Have WordPress host your blog unless you have your owner server availability
2. Create a title and description
3. Format date and tracking information
4. Create individual blog entries with comments area
5. Create links to relevant information/other sites if warranted
6. Create a profile with photo(s). Here I will leave it up to you to determine the extent of personal information that is posted
7. Publish your blog
   a. Your blog is to be posted to my paris site http://www.zebrainternational.wordpress.com
b. Go to the site then Paris students menu and submenu blog posting. Here post your blog address according to the instructions posted. This is where you will then obtain the address of your fellow students to view their blogs.

I want you to have the experience of actually designing your own blog for several reasons.

1. Companies need to understand the power of blogs, how easy they are to create and the positive, or negative effects, they can have on the firm. Perhaps you will run the company blog and be envied by your peers.
2. By learning to create a blog you will essentially walk through what blogs are all about and the management issues involved in a way that is more meaningful than my trying to tell you about this.
3. You will leave the week with an *"I understand the issues"* as well as an "*I can do that*" feeling which is normally more satisfying then, "*I can talk about that*" ever is.
4. Creating a site personality is good way for you to start thinking about the more general aspects of a company's web design by considering the issues involved with the selection of colors, page style, fonts, links and the like.

TEAM MEMBER RATING FORM

FOR TEAM CASE PRESENTATIONS

 YOUR NAME _____

Name of Presentation _____

(PRINT)

This purpose of this form is help team members point out those individuals that deserve recognition due to their superior contribution as well as note those that did not contribute to an expected team level.

Please rate each group member's overall contribution by providing a score of 1, 2, 3, or 4 (highest level).

It is important to note that you are not grading your teammates. You are providing valued feedback that reflects, as well as possible, each member's contribution to the team's overall performance. That is to say, a score of 4 is not a grade of "A" and score of 3 is not a grade of "B". The rankings will assure I understand the contributions of individual team members when I am giving individual grades for the assignment.

INDIVIDUAL RATING SCALE:
4.   **Means team member contributed more than rest**
3.   **Means team member contributed same as most others**
2.   **Means team member contributed less than most others**
1.   **Means team member did not contribute**

Team Member Rating (4 being highest and 1 the lowest rating)

LAST NAME FIRST NAME	1, 2, 3 OR 4 | Ranking	ANY COMMENTS?
1. **YOU:**	GRADE YOURSELF:	
OTHER TEAM MEMBERS (PRINT)		
2.		
3.		
4.		
5.		
6.		