《Electronic Commerce》Course Syllabus

I. Course Information

1. Course No.: AM415
2. Course Name: 电子商务/Electronic Commerce
3. Course Hours/Credits: 34/2
4. Lecturing Department: Management of Information Systems
5. Prerequisites: None
6. Student Category: Senior Undergraduate
7. Course Readings:
   (2) Porter, M. E. "Strategy and the Internet," HBR March 2001
   (3) Christensen, C. M. and M. Overdorf, "Meeting the Challenge of Disruptive Change," HBR March 2000
   (6) Fisher, M. "What is the Right Supply Chain for Your Product?" HBR March 1997

II. Course Objectives

The birth of the Web spawned a rash of business opportunities. However, the subsequent dot-com melt down cast a gloom over e-commerce, at least in the popular press. Despite the failure of many dotcoms, the growth of the Internet, Web, B2C, and B2B commerce have mostly exceeded initial expectations. Investors in 2007 are once again interested in investing in or purchasing e-commerce companies. Of course, the road to the digital transformation unleashed by the Web will remain bumpy. Some will win big, others will lose it all.

Who will win? How do we take advantage of the Web technologies? In this course, we address these issues. We begin with a strategic analysis of what is changing at the industry level.
Then we consider digital products, e-tailing, business-to-business commerce and supply chain management. Finally, we complete this course by examining Internet strategies of today and tomorrow. Our emphasis will be more on critical thinking, less on learning by note. We will follow the 80/20 rule. Only 20% time will be used in understanding technology, 80% on its impact on business and management.

Course goals will be accomplished through lectures, homework, readings, case studies, and group project. We will follow the textbook in order to cover basic concepts. You are expected to become familiar with the INTERNET and use it to find materials to respond to some of the class assignments. Later, during the course, some of this information will be used to introduce and discuss the theory that explains the enormous power of “e-Economy”.

III. Course Outline

1. Introduction to E-commerce
   - Class Introduction
   - Introduction to E-commerce (Chapter 1)
   - Business Models and Strategic Analysis (Chapter 2)
   - E-commerce Business Models and Concepts(Chapter 2)

2. Technology Infrastructure for E-commerce
   - The Internet and WWW: E-commerce Infrastructure (Chapter 3-4)
   - E-commerce Security and Payment (Chapter 5-6)

   - E-marketing (Chapters 7-8, 10)
   - E-commerce Policies and IPR (Chapter 9)
   - E-service (Chapter 11)
   - B2B E-commerce and Supply Chain (Chapter 12)
   - Auctions in E-commerce (Chapter 13)
   - Portals and Online Communities (Chapter 13)
   - Digital Products/Media (Chapter 14)

IV. Course Project and Requirements
During the semester, all students are required to complete a research term paper/project as a group. The purpose of this project is to study an electronic commerce business in depth in a short period of time (2 weeks). You will be randomly given a company. The project should basically answer the following major questions.

- **What is the business model?** Explain the product/service offerings. What are the sources of revenue? What are the major costs?

- **What is the competitive structure?** Who are the direct competitors? Who are the suppliers, partners and buyers? What are the possible new entrants and substitutes? What are the relative power of each of the industry participants?

- **What is the value chain?** How is value created by this organization? What are the critical primary or supporting activities?

- **IT:** How does it use IT today? What is distinctive about its IT use? How can it use IT as a strategic lever? What would be the possible risks and benefits?

- **Process:** Select a specific process along its value chain (buy side, inside or sale side) and examine its digital transformation. What is the current role of IT in this process? What is the next level of evolution possible?

- **Changing Industry Structure: Past, present, future**

An in-class presentation and a written report are required. Your presentation should not be more than 20 minutes long plus 5 minutes for questions and answers. This is a group project. Each team has to turn in an electronic copy of the presentation (ppt) to me the day prior to the in-class presentation. A written report less than 8 double space pages should be handed before the final exam.

### V. Others:

Active class participation is expected and encouraged. Express your views and ask questions. **I DO COLD CALL ON PEOPLE!!** For the benefit of the class (and mine), you are encouraged to bring up in class relevant work experience or e-commerce related material which you read in the popular press.

Lecturer: 罗继锋

Seal of the Department

Signature of supervisor