

Course Syllabus

E-commerce

Course Description:

This course will provide an overview of e-business and their related issues. It covers many topics in e-business, including basic knowledge of e-business and the related information technology, e-business models, e-Payment, e-stock, and Supply Chain Management. Besides, for the business usage, this course also includes the understanding to unbundling the corporation, e-business model ontology and the implementation of e-business in practice.

Expected Student Outcomes:

After the study of e-Business, students should understand the basic definition and knowledge hierarchy to e-Business, and understand the related operation processes, marketing techniques and technological issues of e-Business systems.

Course Requirements:

This course requires students to complete the following:

Participation: 10%

Presentation: 20%

Exam: 30%

Final Assignment: 40%

About classroom participation:

While the grade cannot be based on attendance per se, students should plan to be in class and ready to discuss the readings/ lectures. Students will be divided into small discussion groups at the beginning of the term, and topics for presentation will be assigned to each of the group members.

About in-class presentation:

Each student will conduct a 30-minute PPT presentation (the list for signup will be passed out on the first week) and also provide the questions for a 15- minute discussion on the topic provided. The presentation should be informative on the topic, and creativity is more than welcomed. Students must send their PPT to the course instructor for evaluation after the presentation and use a minimum of 3 academic sources (students may use Wikipedia and other online sources as well, but they do not count toward the 3 academic sources). Please include the bibliographic references at the end of PPT presentation).

Exams:

There will be a written exam held in the middle of the course.

Policy on late assignments and missed exam:

It will be marked zero for a missed exam.

CLASS SCHEDULE

Lecture 1: Introduction to e-Business; understand the definition, classification, development and the economic influence of the e-business.

Lecture 2: E-business Network Technology Basis; Basic knowledge to Computer Network, Intranet\Extranet\Intranet, Webpage, Website

Lecture 3: e-Business Model Ontology; Classification to e-Business, Ontology research, Strategy, and e-Business

Lecture 4: Unbundling the Corporation; Rethinking the e-Business model

Lecture 5: e-Stock an e-Supply Chain Management; Definition to SCM, Element of SC, Key issues in SCM

Lecture 6: Mid-term Examination; Closed examination

Lecture 7: IS-IT Models; Diamond Model, Stage of Growth, Generic Strategies, Strategic Grid, 5 levels of IT-induced configuration

Lecture8: E-payment; e-money and e-payment, different forms of e-payment, e-banking

Lecture 9: Implementation of a EC plan on the Internet; Steps and Issues of e-business implementation

Lecture 10: Final Essay