



Fundamentals of E-Commerce: Business, Technology, and the Society

ISOM2310 Fall 2021

Instructor: **Prof. Jing Wang**

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Office Hours: By appointment

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Class Schedule:

L1: TuTh 9:00am – 10:20am, LTG, Zoom Meeting ID 922-6890-9382

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Course Description and Learning Goals:

The growth of Internet has allowed people to communicate instantly across great distance, in effect shrinking the world faster and further than ever before. It has revolutionized the way people access information and do business. In the recent years, the boom of mobile devices (e.g., smartphones, tablets) and social networks (e.g., Facebook, Twitter) also leads to dramatic change in revenue models and marketing strategies employed by e-commerce firms.

The course will cover important topics related to e-commerce, including: history of e-commerce, unique features of e-commerce technology, Porter's five forces analysis, business models for e-commerce, successful examples of e-commerce companies in various business areas, the new social, mobile and local marketing, and the ethical, social and political issues associated with e-commerce.

Upon completion of this course, you will:

- Understand the role of Internet features in shaping e-commerce
- Know the history and background of Internet

- Understand the evolution of e-commerce from its early years to today
- Learn to analyze firm’s competitive environment by using Porter’s five forces model
- Know the key components of e-commerce business models
- Identify the major features and trends of online retailing and services
- Understand the business model of search engines such as Google
- Understand the business model of content providers such as Netflix
- Understand the business model of social network sites such as Facebook
- Understand the capabilities of the search engine marketing
- Understand the capabilities of the new social, mobile, and local marketing
- Recognize the main ethical, social, and political issues raised by e-commerce

Course Materials

- There is no required textbook. Optional textbook: “E-Commerce 2019: Business, Technology, Society” by Kenneth Laudon and Carol Traver (Other editions are good too. The book is on 24-hour reserve).
- All the materials (e.g., lecture slides, readings, guidance) that you need will be posted on Canvas course website.

Assessment Components

Student grades will be determined based on class participation, homework assignments, term project, the midterm exam, and the final exam.

Component		Percentage
Class Participation		6%
Midterm Quiz		24%
Final Exam		40%
Project	Final Report	18%
	Presentation	9%
	Peer Evaluation	3%

Important Dates

- ❖ Sep 23: finalize project team
- ❖ Oct 7: midterm quiz (9:00-10:00am)

- ❖ Oct 28: submit project proposal
- ❖ Nov 2, 4: proposal feedback meeting
- ❖ Nov 18, 23, 25: project presentation
- ❖ Nov 25: submit project final report

Class Participation: Nonverbal (3%) and Verbal (3%) Participation

In-class participation is a significant part of your grade and an important part of our shared learning experience. You can earn points in this area through nonverbal participation (e.g., listen attentively in class, contribute mobile responses through iPRS) and verbal participation (e.g., advance the discussion by contributing insightful comments and questions, give constructive feedback to your peers when appropriate). To facilitate an interactive class, I may —cold call students if no student voluntarily speaks up. It will be a good opportunity to hone your public speaking skill and earn your participation point!

Exams

This course will have two closed-book exams. The midterm quiz will test topics covered in the first half of the course. The final exam will cover the classes in the second half of the course.

Term Project

You are expected to finish a term project. The term project is a teamwork, which means you need to first form teams. Each team includes about 5-6 students. More details about the term project will be provided later.

Class Policies

- Please arrive on time.
- Respect the views and opinions of your colleagues.
- If you have questions about the materials, please raise your hand and ask, do NOT chat with your neighbors in the classroom.
- Phones and wireless devices are turned off or muted.
- Laptops are allowed for the purpose of note taking only. If you are caught doing something unrelated to the class (e.g., facebooking, IMing, emailing, playing a game), you will be no longer allowed to use your laptop in the class.

Academic Integrity

Academic integrity entails absolute honesty in one's intellectual efforts. UST places a strong emphasis on academic integrity and has introduced new regulations to back this up. In addition to the course content related to business ethics related to IS/IT, special attention will be put on academic integrity demonstrated when you take this course. You should be especially aware of the policies on cheating and plagiarism. Cheating is any action that violates University norms or an instructor's guidelines for the preparation and submission of assignments. Such actions may include using or providing unauthorized assistance or materials on course assignments or possessing unauthorized materials during an examination. Plagiarism involves the representation of another's work as your own, for example: (a) submitting as one's own any material that is copied from published or unpublished sources such as the Internet, print, computer files, audio disks, video programs or musical scores without proper acknowledgement that it is someone else's; (b) paraphrasing another's views, opinions or insights without proper acknowledgement or copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgement; (c) submitting as one's own work a report, examination, paper, computer file, lab report or other assignment which has been prepared by someone else. If you are unsure about what constitutes unauthorized help on an exam or assignment, or what information requires citation and/or attribution, please ask your professor. Violations may result in the failure of the assignment, failure of the course, and/or additional disciplinary actions. For more information, please visit the website at <http://www.ust.hk/vpaa0/integrity/student-1.html>. Refer to this page <http://lcms01.ust.hk/sbm/wsc/referencing/introduction/avoidingplagiarism.html> to avoid committing Plagiarism.

Tentative Course Schedule (*subject to change*)

Week	Date	Topics	Due
1	Sep 2	Overview of the Course	
2	Sep 7	The Internet and the Web: Technology Background	
	Sep 9	Internet Services and Mobile Apps	
3	Sep 14	E-Commerce: Concepts and History	Project Announcement
	Sep 16	Porter's Five Competitive Forces	
4	Sep 21	Business Models for E-Commerce (I)	
	Sep 23	Business Models for E-Commerce (II)	Project Team Formation
5	Sep 28	Online Retailing	
	Sep 30	Online Services	
6	Oct 5	Google's Business Model (I)	
	Oct 7	Midterm Quiz (9:00-10:00am)	
7	Oct 12	Google's Business Model (II)	
	Oct 14	[No Class] Chung Yeung Festival	
8	Oct 19	Case: Netflix	
	Oct 21	Case: Facebook	
9	Oct 26	Search Engine and Social Marketing	
	Oct 28	Mobile and Local Marketing	Project Proposal
10	Nov 2	Proposal Feedback Meeting	
	Nov 4	Proposal Feedback Meeting	
11	Nov 9	Crowdsourcing	
	Nov 11	Privacy and Information Rights	
12	Nov 16	Intellectual Property Rights	
	Nov 18	Project Presentation (I)	
13	Nov 23	Project Presentation (II)	
	Nov 25	Project Presentation (III)	Project Final Report
13	Nov 30	Final Exam Review	