



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

## ISOM2310: Spring 2022

Instructor: **Prof. Jing WANG**

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Phone: 3469-2125

Office Hours: By appointment

Office Location: LSK 4044

### Class Schedule:

L1: Mo 01:30PM - 02:50PM (Zoom Meeting ID 942-2353-6892), LSK 1034

Fr 09:00AM - 10:20AM (Zoom Meeting ID 996-0936-3082), LSK 1034

L2: Mo 03:00PM - 04:20PM (Zoom Meeting ID 982-2585-7455), LSK 1034

Fr 10:30AM - 11:50AM (Zoom Meeting ID 962-0947-1402), LSK 1034

Teaching Assistant: **Shivendra SINGH**

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Phone: TBD

Office Hours: By appointment

Office Location: TBD

### 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		10%
Midterm Quiz		20%
Final Exam		40%
Project	Final Report	18%
	Presentation	9%

	Peer Evaluation	3%
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### Important Dates

- ❖ Feb 21: finalize project team
- ❖ Mar 11: midterm quiz (8:00-9:00pm)
- ❖ Mar 25: submit project proposal
- ❖ Mar 28, Apr 1: proposal feedback meeting
- ❖ Apr 22, 25, 29: project presentation
- ❖ Apr 29: submit project final report

### Class 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., contribute mobile responses, ask questions using chat) and verbal participation (e.g., advance the discussion by contributing insightful comments and questions, give constructive feedback to your peers when appropriate). This will be a good opportunity to hone your public speaking skill and earn your participation point!

### Exams

This course will have two exams. The midterm quiz will test issues covered in the first eight sessions of the course. The final exam will cover the rest of sessions in the semester. Review sessions will be scheduled to help you prepare for these examinations.

### 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 6 students. More details about the term project will be provided later.

### Class Policies (Gray ones apply to physical class only)

- 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	Remarks
1	Feb 4	Overview of the Course	
	Feb 7	The Internet and the Web: Technology Background	
	Feb 11	Internet Services and Mobile Apps	
2	Feb 14	E-Commerce: Concepts and History	Project Announcement
	Feb 18	Porter's Five Competitive Forces	
3	Feb 21	Business Models for E-Commerce (I)	Project Team Formation
	Feb 25	Business Models for E-Commerce (II)	
4	Feb 28	Online Retailing	
	Mar 4	Online Services	
5	Mar 7	Google's Business Model (I)	
	Mar 11	[No Class] Midterm Quiz (8:00-9:00pm)	
6	Mar 14	Google's Business Model (II)	
	Mar 18	Case: Netflix	
7	Mar 21	Case: Facebook	
	Mar 25	Search Engine, Social, Mobile, and Local Marketing	Project Proposal
8	Mar 28	Proposal Feedback Meeting	
	Apr 1	Proposal Feedback Meeting	
9	Apr 4	Crowdsourcing	
	Apr 8	Privacy and Information Rights	
10	Apr 11	Intellectual Property Rights	
	Apr 15	[No Class] Good Friday	
	Apr 18	[No Class] Easter Monday	
	Apr 22	Project Presentation (I)	
11	Apr 25	Project Presentation (II)	
	Apr 29	Project Presentation (III)	Project Final Report
12	May 2	[No Class] The day following the Labor Day	
	May 6	Final Exam Review	
13	May 9	[No Class] The day following the Birthday of the Buddha	