

ISOM2310
Fundamentals of E-Commerce: Business, Technology, and the Society
Summer 2024-25

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Overview:

The Internet has unleashed the greatest revolution in communication since the development of the printing press. It allows people to communicate instantly across great distance, in effect shrinking the world faster and further than ever before. It revolutionizes business practices and inundated its users with a deluge of information.

However, the aforementioned characterization was strikingly similar to what people said about other information technologies such as telephony, film, radio and television in their heyday. Like the Internet, they also have created a world of openness and access to information unprecedented in human history.

By chronicling the turning points of the century's information landscape, this course will offer a parable about how we react to new technologies: For some people, they tap into our reservoir of optimism, while others find in them new ways to connect people, commit crime or make money. The stories of early information technologies can give us fascinating perspective on the challenges, opportunities and pitfalls of the Internet.

Specifically, the course will explore the following topics:

- Sustaining innovation vs. disruptive innovation
- Schumpeter's creative destruction
- The perils of Kronos Effect
- The role of characteristics of the Internet in affecting firm performance
- The business of AI
- The disruptive Fintech technology and cloud computing

Learning Outcomes

By the end of this course, you will be able to:

- **Analyze the disruptive forces the Internet**
- **Describe the content and interconnections of the e-business model using the blocks of the CANVAS model**
- **Identify the critical success factors of leading information empires such as Google, Netflix and Facebook**
- **Solve business problems and facilitate business innovation by means of information technologies**