Electronic Commerce

Chapter 0: Welcome

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Course outcomes

• Understand basic electronic commerce concepts
• Analyze business opportunities and risks in electronic commerce environment
• Equipped with necessary technological foundations to develop/maintain/improve electronic commerce solutions
• Plan and execute electronic commerce projects
• Develop teamwork and presentation skills
Course content

- Introduction to electronic commerce
- Electronic commerce environment
- Pricing issues
- Digital marketing
- Foundation technologies
- Secure communication
- Security mechanisms
- Electronic payment
- Mobile commerce
- Electronic commerce planning
Presentation topics

- Topic 1: The impact of e-commerce on international trade and employment
- Topic 2: Trust and relationship building in electronic commerce
- Topic 3: Key dimensions of business-to-consumer web sites
- Topic 4: Making sense of MOOCs: musings in a maze of myth, paradox and possibility
- Topic 5: Disruptive technologies: catching the wave
- Topic 6: How Samsung became a design powerhouse
- Topic 7: Cybersecurity’s human factor: lessons from the Pentagon
- Topic 8: Secure communications over insecure channels
- Topic 9: Real challenges in mobile app development
- Topic 10: Introduction to bitcoin mining
- Topic 11: Financial incentives and the “Performance of Crowds”
- Topic 12: From e-commerce to social commerce: A close look at design features
- Topic 13: Assessing the quality of web sites

Source: https://drive.google.com/open?id=0B5TOx2z0HmK2aE9DaG9ERFdybWc
Grading

• No midterm exam
• Presentation: 15%
• Course lab: 35%
• Final exam: 50%
  • 60’: multi-choice
  • Open-book (no laptop)
• Missing any score => Fail the course, no exception!
Classroom rules

• I will randomly check students absenteeism
• Using laptops & phones are prohibited in class time
• If anything is unclear, ask me, don’t assume
• Class participation: be active! I will use it to increase/decrease your scores
References

- Assigned papers & online articles

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Questions?

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