

# 课程详述

## COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	<b>课程名称 Course Title</b>	电子商务 Electronic Commerce
2.	<b>授课院系 Originating Department</b>	商学院 Faculty of Economics and Business Administration
3.	<b>课程编号 Course Code</b>	EBA101
4.	<b>课程学分 Credit Value</b>	2
5.	<b>课程类别 Course Type</b>	通识通修选修课程 General Education (GE) Elective Courses
6.	<b>授课学期 Semester</b>	2018 年秋季学期 Fall 2018
7.	<b>授课语言 Teaching Language</b>	英语 English
8.	<b>授课教师、所属学系、 联系方式（如属团队授 课，请列明其他授课教 师） Instructor(s), Affiliation &amp; Contact (For team teaching, please list all instructors)</b>	Jae Kyu LEE, 访问讲席教授 商学院 Jae Kyu LEE, Visiting Chair Professor, Faculty of Economics and Business Administration <a href="mailto:jkleee@kaist.ac.kr">jkleee@kaist.ac.kr</a> and <a href="mailto:leejk@sustc.edu.cn">leejk@sustc.edu.cn</a>
9.	<b>实验员/助教、所属学 系、联系方式（请列出 本课所有教辅人员） Tutor/TA(s), Contact (Please list all)</b>	待定 TA: To be Determined
10.	<b>选课人数限额(可不填) Maximum Enrolment</b>	

<b>(Optional)</b>					
<b>11. 授课方式</b> <b>Delivery Method</b>	讲授 <b>Lectures</b>	习题/辅导/讨论 <b>tutorials</b>	实验/实习 <b>Lab/Practical</b>	其它(请具体注明) <b>Other (Please specify)</b>	总学时 <b>Total</b>
<b>学时数</b> <b>Credit Hours</b>	30 hours			2hours (Mid-term exam)	32 hours

<b>12. 先修课程、其它学习要求</b> <b>Pre-requisites or Other Academic Requirements</b>	无 None
<b>13. 后续课程、其它学习规划</b> <b>Courses for which this course is a pre-requisite</b>	无 None
<b>14. 其它要求修读本课程的学系</b> <b>Cross-listing Dept.</b>	可选修金融系课程 Optionally, Department of Finance

### 教学大纲及教学日历 SYLLABUS

#### 15. 教学目标 Course Objectives

本课程目标为学习如何利用电子商务更为高效地开展商业活动。电子商务的主要益处在于可以提升商业策略、开辟新市场、拓展新业务。为实现本目标，本课程将学习的内容包括：电子商务的理论框架、电子商务的技术与策略、商务分析学在电子商务中的作用以及从管理角度看的电子商务的发展趋势。

This course aims to learn how to do business more effectively and efficiently with Electronic Commerce (EC) and e-Business. The major benefits of EC are upgrading business strategies, cultivating new market, procuring more effectively and efficiently, and creating new businesses. To attain the goal of this course, this course learns the conceptual framework of EC and e-business, e-business technologies and strategies, role of business analytics in EC, and key trends and cases in e-commerce from the managerial point of view.

#### 16. 预达学习成果 Learning Outcomes

主讲内容包括电子零售、线上广告策略、贸易合作、供应链与供应商关系管理、客户关系管理、商务分析方法、人工智能在电子商务中的角色、电子拍卖、网络 2.0、电子商务与支付安全、移动商务、订单履行、线上银行和线上股票交易、电子商务与 ERP 系统的集成以及电子商务面临的政策性问題。

在每一讲中，都将通过真实案例来具体展示电子商务是如何影响人们的商业活动的。我们将从商业策略与技术的角度，来探寻促成电子商务如此成功的因素。学生们将有机会接触到很多在中国以及海外寻求商业机会的案例，并且有机会亲身参与一些商业建模的小组项目。

Topics include the electronic retailing, online advertisement strategy, collaborative commerce, e-procurement, supply chain and supplier relationship management, customer relationship management, methods of business analytics, role of Artificial Intelligence in EC, e-auction, Web 2.0, security in EC and e-payment, role of the Bright Internet in the future, mobile commerce, order fulfillment, online banking and online stock trading, integration of EC with ERP, and policy issues.

For each topic, we will see how EC changes the way of doing business based on real world cases. We explore the factors that make the e-business successful both from the business strategy and technical point of view. Students will experience global cases seeking business opportunities in China and abroad. Students are welcome to conduct a team project for business model planning.

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

**Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)**

本课程主讲人为 Jae Kyu LEE 教授，也会邀请一些工业界的人士过来交流。本课程主讲内容如下。每一章节授课学时均为 2 学时。

All course subjects will be taught by Professor Jae Kyu LEE, with possible guest speakers from industry. Weekly subjects of this lecture are the followings. Each weekly lecture hours will be 2 hours.

1. Roles of Electronic Commerce and e-Business in Business

Overview of syllabus, Global leaders of business dominated by Internet Businesses, Business Value Chain, Competitive Force Model, Types of Electronic Commerce (B2C, B2B, C2C, Collaborative Commerce), Business Models of e-Business.

2. E-Marketplaces and e-retailing: Transformation of Retailing Business

The structures of e-Marketplaces, Retailer' Strategy: Pure Player, Click & Mortal Approach, O2O Approach, Evolution of Knowledge Delivery Channels, Evolution of Business Models with Amazon.com Case. Role Play: Who will win eventually in the battle of Amazon.com vs. Wal-mart?

3. Order Fulfilment and Logistics

Distribution Centres. Automation in Distribution Centres: Role of Robots and Route Optimization Models. Automation in Delivery: Autonomous Vehicles and Drones. Case Discussion: Amazon's Distribution Centre Strategy. What is the future of distribution and delivery?

4. Manufacturer's Strategies and Direct Marketing:

What are the possible channels of distribution from the manufacturer's point of view? Direct marketing strategy means to skip retailers. Case Discussion: Dell Computer. Role of agile manufacturing and thin supply chain systems in direct marketing

5. On-line Customer Relations Management and Business Analytics

Marketing strategies through the Internet: Mass Customization. Personalization and One-to-One Marketing, Architecture of Customer Relationship Management Systems, Business Analytics Methods for CRM: Clustering, Classification, Neural Network, Collaborative Filtering, Association Rules

6. Advertisement Methods and Revenue Models: Google

Types of online advertisement, keyword advertisement, auctions in advertisement pricing, revenue model and business model patents. Case Study: How Google makes money?

7. Auction: E-Bay

Types of auctions. Forward auction & Reverse auction. Double auction and Combinatorial auction. Payment methods in auction market. Escrow services and Alipay. Case: e-Bay, Priceline, Tulip Market in Netherland. Term Project: topic selection and team building, how to organize the Business Planning.

8. Mid-term Exam

9. Business-to-Business EC and Supply Chain: Alibaba

Architectures of B2B e-Marketplaces: Buyer Centric, Sell Centric and Third Party. Concept of Direct material and Indirect Materials (MRO), Goals in B2B EC: Price, Quality and Timeliness. Power Games in B2B EC Marketplace.

10. Collaborative Commerce

Bull Whip Effect in Supply Chain. Collaborative Commerce that reduced inventory and keep timely delivery. Need of long-term partnership and negotiation, Case Study: Alibaba

11. E-Business and Enterprise Resource Planning: SAP

Who should build a company management system? Insourcing or outsourcing? Architecture of business

information system with ERP package, Functions that SAP provides, Customization and Maintenance policy of Information System: should system adjust or man adjust?

12. Social Network and Social Commerce: Facebook and Tencent

Revenue models in social network, Concept of Web 2.0, Privacy controversy in SNS, Platform Businesses: PC, Smart Phone, Home Speaker. Case Study: Facebook, WeChat

13. Mobile Commerce and Internet of Things

Concept of Internet of Things (IoT), Location based commerce, Smart City, Smart Home

14. Cyber Security and the Bright Internet

Cybercrimes, security issues, Protective security tools, Preventive security paradigm and Origin responsibility paradigm, Principles of Bright Internet

15. ePayment and FinTech

Methods of electronic payment. Debit card and credit card, Business models of ePayments, Card based vs. Smart Phone based payment. Revolution of Banking Services. Case Study: WeChat Pay, Alipay, and Amazon Pay

16. Term Project Presentations: Each team will present the Business Model Proposal of their own interest.

**教材及其它参考资料 Textbook and Supplementary Readings**

1. Lecture Note in PPT
2. Primary Reference:  
Efraim Turban, Jae Kyu Lee and Others,  
Electronic Commerce 2018: Managerial and Social Networks Perspective,  
Springer, 2018
3. Supplementary Readings in Electronic Files

**教学评估 ASSESSMENT**

19. 评估形式 Type of Assessment	评估所需时间 Duration	占考试总成绩百分 比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		10		Absence and late attendance will be penalized
课堂表现 Class Performance		10		Will practice active discussion
小测验 Quiz				
课程项目 Projects		10		Proposal, Team contribution
平时作业 Assignments		10		For class discussion
期中考试 Mid-Term Test		20		

期末考试 Final Exam		20		
期末报告 Final Presentation		20		PPT and Presentation
其它（可根据需要改写以上评估方式） Others (The above may be modified as necessary)				

**20. 记分方式 GRADING SYSTEM**

- A. 十三级等级制 Letter Grading  
 B. 二级记分制（通过/不通过） Pass/Fail Grading

**课程审批 REVIEW AND APPROVAL**

**21. 本课程设置已经过以下责任人/委员会审议通过  
This Course has been approved by the following person or committee of authority**

黄伟