

# DONGGUAN UNIVERSITY OF TECHNOLOGY

## School of Economics and Management

### Course Syllabus

Fall 2019

#### Course Information

Course Code	0810056
Course Title	Electronic Commerce
Instructor	Fang Xiang
Class	2018 International Economics and Trade (International Business Industry-University International Program)
Course Category	<input checked="" type="checkbox"/> Compulsory <input type="checkbox"/> Elective
Credit(s)	2
Total Hours	32
Hours Per Week	2 hours, 16weeks
Practical Hours	8
Lab Practice Hours	Nil
Classroom	R1308, Guancheng Campus;
Time	Thursday, 8:30-10:10
Office Hour	Friday 08:30-10:30 at 3207 Guancheng Campus; by appointment
Required Textbook	Self-editing courseware, reading materials, PPT and course handouts.
Supplementary Materials	<ol style="list-style-type: none"><li>1. Gary P. Schneider. (2016). <i>E-Commerce</i>. 10th edition. China Machine Press. ISBN- 978-7111-43433-7.</li><li>2. Hong X. Li. (2014). <i>E-Commerce Case Studies</i>. 2nd edition. China Machine Press. ISBN- 978-7111-30958-1.</li><li>3. Yu H. Liu and Heng Wei (2017). <i>Network Marketing Practice</i>. 1st edition. China Machine Press. ISBN- 978-7111-51818-1.</li><li>4. Mei D. Zhao (2018). <i>E-Commerce</i>. 1st edition. China Machine Press. ISBN- 978-7111-46967-4.</li><li>5. Relevant online materials.</li></ol>
Prerequisites	None
Course website	None

## Course Description

This course covers both the business and technology elements of electronic commerce and the theoretical foundations, implementation problems, and research issues of the emerging area of electronic commerce. It discusses technological, conceptual and methodological aspects of electronic commerce. It reviews foundations of e-commerce, its infrastructure, current business models in business-to-consumers (B2C) , business-to-business (B2B) and consumers-to-business (C2B) transactions, web site design strategies, web-based marketing, e-supply chains, e-procurement, e-marketplace, customer relationship management, and web-enabling mobile etc. This is a rapidly changing dynamic field of study that includes how e-Commerce is a profitable, complex, every changing landscape. The course format combines lectures, seminar presentations and classroom discussions.

## Course Learning Objectives (LOs)

After completing the course learning, the student will be able to:

- LO1: To gain an understanding of basic concepts, theories, terminologies and business models underlying e-commerce
- LO2: Developing the ability to retell, describe or decode the basic and essential E-commerce concepts, business models and theories which are relevant to E-Commerce and M-Commerce, such as remarketing, E-commerce business and revenue models and digital marketing.
- LO3: Improving effectively communication ability to express, discuss and exchange opinions, ideas and assumptions on essential ethical considerations from business and consumer's perspective.
- LO4: To improve familiarity with current challenges and issues in e-commerce and the current issues , concerns or topical issues relating to E-commerce startup, operation and marketing campaign.
- LO5: Acquiring ability to apply the learned economic knowledge and principles along with employing critical thinking skills to analyze entry-level real-world eCommerce issues and think opportunistically based on real-world eCommerce implementation, and to improve thinking and self-learning. With employing critical thinking skills to develop the ability to effectively research internet companies and strategies and to analyze or apply e-commerce theories and concepts to what e-marketers are doing in "the real world"

## Assessment and Grading

The grade of this course is composed by four parts, which are Attendance (10%), Experimental Report (20%), In-class Quiz (20%), and Final Exam (50%).

The date of exam is in the tentative schedule. The detailed grading is as following:

	Standard	Notes	LO1	LO2	LO3	LO4	LO5
Attendance, 10%	If you are late or leave early, your grade will be taken one point each time. If you are absent for one class, the taken point will be 2 for each absentee. To give and answer questions are a good way to get points in attendance.	If you are taken more than 10 points away, Your right to attend the final exam will be reserved.		✓	✓		
Experimental Report 20%	The experimental report is a group work, which is composed by two parts: presentation (10%) and paper (10%) separately. Each group member is required to cooperatively, forwardly, effectively and punctually complete their allocated individual work as part of their overall group presentation and paper. Individual contribution will be evaluated by the group and the lecturer.	The Presentation activities should involve all group members.  Paper should be submitted before the end of the Week 14.	✓	✓	✓	✓	✓
In-class Quiz, 20%	Two in-class quizzes for 100 points on each quiz paper will be arranged during the semester and will be weighted to be 10% respectively in your grade.	Closed book in-class quiz.	✓	✓			

Final exam, 50%	Questions for 100 points on the test paper and will be weighted to be 50% in your grade.	Closed book exam.	✓	✓		✓	✓
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## Policies:

- **Attendance Policy**  
Students cannot incur more than two unexcused absence for whole semester.
- **Participation Policy**  
Students should participate every in-class discussion and experiment.
- **Policy on Assignments and Quizzes**  
All assignments and exam should complete by yourself.
- **Plagiarism**  
If it is caught that you take another person's work, ideas, or words, and using them as if they were your own, then the corresponding assignment will be scored zero. You can use others' work in a proper way of referencing.
- **Classroom Policies**
  - Late coming student should provide a reasonable excuse. If there is no excuse, treat as absent.
  - If there is a question, stop the instructor any time, and ask for an answer. Your question is others' question with a very high probability.

## Course Expectations

1. Attendance - Class attendance is expected of all students. Especially for the experimental sessions, no miss of any experiment is the bottom line. For other cases, please notify me or the class TA before the day of an anticipated absence. Failure to attend class regularly or frequent tardiness will mean automatic loss of your attendance mark.
2. English - You are highly encouraged to speak English in the class and actively exchange your ideas, opinions and critical thinking with others. Make sure to speak English even during small-group or paired activities.
3. Before/After Class - Students should expect to spend an adequate amount of time on reviewing the textbook, course handouts and finalizing the group homework before the due day. To keep up with the flow of the course, students are strongly recommended to complete the relevant reading materials and to have the coming individual/group

presentations/activities conscientiously prepared before the class.

4. Class Participation - Class participation is an essential part of the learning process. Students will be evaluated on the quality your individual/group performance, your team spirit and your contributions to the class/group activities by your peers or the lecturer correspondingly.

5. Late assignments will be accepted without penalty only in cases of legitimate absences and only if the student has contacted the lecturer or the TA in advance regarding the reasons for the late assignment. If you miss a class, you must get previous class material from one of your student contacts.

6. Please be considerate of your fellow students during class presentations. Talking during the presentation will result in a 1% deduction from your final grade.

## Session Plan:

Week/Date	Topic/Contents/Difficulty/ Ethical & Political Learning	Activities	LOs
1/Sep. 5	Course Introduction and an overview of eCommerce; Ethical & Political Learning: by studying the actuality of Chinese eCommerce and the barriers and challenges facing in the global eCommerce arena, students are able to develop a sense of professional ethics and patriotic sentiment.	Lecture/Group Discussion	1, 2, 4
2/Sep. 12	Google Ads Case Study SEO, PPC calculation	Lecture/Group Discussion	1, 2
3/Sep. 19	E-Commerce Advertising 1 Website Design Issues	Lecture/Group Discussion/ Quiz 1	1, 2
4/Sep. 26	E-Commerce Advertising 2 Managing the e-Enterprise	Lecture/Group Discussion	1, 2,4,5
5/Oct. 3	Business Models for Internet Business, eCommerce Sales Life Cycle (ESLC) Model	Lecture/Group Discussion	1, 2
6/Oct. 10	Electronic Payment System Risk Management	Lecture/Group Discussion	1, 2

7/Oct. 17	Non-market environment Electronic Data Interchange(EDI)	Lecture/Group Discussion	1, 2
8/Oct. 24	B2C and B2B Marketing and Branding Strategies 1 Internet Information Server (IIS); Personal Web Server (PWS)	Lecture/Group Discussion	1, 2
9/ Oct. 31	B2C and B2B Marketing and Branding Strategies 2 E-Commerce Marketing Techniques and models. Ethical & Political Learning: through the case study of Chinese eCommerce, students are able to recognise the tremendous creativity of Chinese entrepreneurs, enhance their national pride and take pride in the achievement of our Chinese eCommerce practitioners.	Lecture/Group Discussion/Quiz 2	1, 2,4,5
10/Nov. 7	E-Commerce Retailing & Services	Lecture/Group Discussion	1, 2
15/ Dec. 12	Case study – Practical Implementation, M- Commerce	Lecture/Group Discussion	1, 2,4,5
16/ Dec. 19	Course Review & Final exam	Seminar	1, 2
Total	24 hours		

## Laboratorial Hours Schedule

Week/Date	Topic	Assignments	LOs
11/ Nov. 14	Experimental Report - Group Presentations	Presentation and assessment /Practical hours	1,2,3,4,5
12/ Nov. 21	Experimental Report - Group Presentations	Presentation and assessment /Practical hours	1,2,3,4,5
13/ Nov.	Case study- eCommerce revenue	In-class case study/	1,2,4,5

28	- Chinese eCommerce case analysis: Taobao, Pingduoduo, Meituan, Tiktok etc.	Group discussion/ Practical hours	
14/Dec. 5	Case study – eCommerce Trend and Changing; Ethical & Political Learning: By studying and discussing the OBOR eCommerce opportunity, this case study will cultivate students' patriotic sentiment, establish their confidence in our economic development and strengthen their sense of national pride.	In-class case study/ Group discussion/ Practical hours	1,2,4,5
Total	8 hours		
Date: 2019.9.2  Reviewed by Chih-Yuan Hung Signature  Director of Department of International Business and Management			