

E-COMMERCE

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| Program | Bachelor in Management |
| Instructor: | Sergey A. Yablonsky , PhD, Associate Professor, yablonsky@gsom.pu.ru |
| Department: | Information Technologies in Management |
| Course status | Elective |
| Concentration | All concentrations |
| Year | 3 ^d year |
| Term | Spring – 2012 |
| Workload: | 4 ECTS, 45 hours of classes |
| Prerequisites: | Informatics, Mathematics, Statistics, Fundamentals of Management, Information Technologies for Management |
| Course abstract | The Internet and related mobile technologies are changing the way companies do business. As a result, new ways of managing, communicating and trading have been opened up. The course provides an introduction to e-commerce – commerce that takes place online. E-commerce is increasingly important in our networked world of global transactions and global competition. The course offers an introduction to the basics of web/mobile commerce and includes understanding of the concepts, terminology and technologies related to e-commerce. The course focuses on how e-commerce is carried out, including strategy, business models, value chain, infrastructure, services, planning, marketing, and electronic retailing, as well as the advantages and disadvantages of this form of commerce, the IT technology and infrastructure in place to support this type of electronic commerce, and the global economy within which it takes place. |
| Course aim and objectives: | Students will be introduced to major issues in the field and to the role of the e-business and web and mobile technologies in international economy. |
| Knowledge and skills | <p>The course aims to develop different knowledge, skills and abilities:</p> <p><u>Knowledge:</u></p> <ol style="list-style-type: none"> 1. Understanding the basic technology infrastructure (web and mobile technologies). 2. Understanding the concepts, terminology, and technologies related to e-commerce (electronic and mobile commerce). 3. Understanding the strategy, sourcing, and governance in the e-commerce domain. 4. Identification and explanation the variety of e-commerce models, i.e., business to business, business to customer, consumer to consumer and others. 5. Determination an appropriate e-commerce model and apply it to a specific business. 6. Introduction in web/mobile analytics and marketing. 7. Explanation the benefits and limitations of using e-commerce models in relation to traditional models. 8. Identification and explanation the electronic and mobile commerce and the social applications. 9. Introduction to payment systems for electronic/mobile commerce. 10. Introduction to electronic and mobile commerce economics. <p><u>Skills and abilities:</u></p> <ol style="list-style-type: none"> 1. Practice in preparing a project paper and presentation based on project plans of starting e-commerce. 2. Hand-on practice in web technologies. 3. Hand-on practice in Yahoo!/Google/Amazon/E-bay and/or some other e-commerce solutions. 4. Team working and decision-making in e-commerce sphere. 5. Case analysis in web/mobile commerce. |
| Course content: | <p>Topic 1. Introduction to information technologies in electronic and mobile commerce.</p> <p>Topic 2. Brief introduction to electronic commerce (EC).</p> <p>Topic 3. Brief introduction to mobile commerce (MC).</p> <p>Topic 4. Main EC/MC actors and the structure of e-marketplace.</p> <p>Topic 5. EC/MC business models. Planning, Financing and Launching E-business.</p> <p>Topic 6. EC/MC Strategy. Cases.</p> <p>Topic 7. E-auctions.</p> <p>Topic 8. Digital marketing. E-Marketing. Social networks marketing. Cases.</p> |

| | <p>Topic 9. Electronic Payment Systems. Cases. Topic 10. Legal, Ethical, and Social Impacts of EC/MC. Cases. Topic 11. EC/MC security. Topic 12. Final project presentations. Course summary.</p> <p><i>Group Project & Presentation:</i> Students will complete a group project based on a marketing plan, a mission and values statement, a business and project plans of starting e-commerce (3-5 students per project). The group will give two presentations to the class regarding their project – the Midterm Group Presentation and the Final Group Presentation. In the Midterm Group Presentation, the group needs to report their initial thinking and project progress to the class. In the Final Group Presentation, the project results will be presented to other members of the class. The "deliverable" to the tutor is the PowerPoint presentations of the project with references. Class members will also evaluate the final presentations. The tutor will use class evaluations as one of the measures of performance prior to assigning a final project grade. Midterm and Final Group Presentations should both be approximately 15-20 minutes in duration.</p> <p><i>Individual work:</i> Students will be given individual tasks (assignments, cases and essay).</p> <p><i>Hand-on practice in e-commerce solutions</i> Students will have hand-on practice in using Yahoo!, Google, Zoho, Amazon, e-Bay, Microsoft and/or some other e-commerce solutions.</p> <p><i>Course sites</i> Blackboard course site.</p> | | | | | | | | | | | | | | |
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| Teaching Methods: | The class will feature lectures, discussions, case studies, short tests, labs, games and start-up project development. Students will have hand-on practice using e-commerce services. Students would prepare a short essay and presentation based on it | | | | | | | | | | | | | | |
| Grading Policy: | <table border="1" data-bbox="483 992 1406 1193"> <tr> <td>Final exam</td> <td>50%</td> </tr> <tr> <td>Course work</td> <td>50%</td> </tr> <tr> <td colspan="2">Course work includes:</td> </tr> <tr> <td colspan="2">1. Mid-term – 5%</td> </tr> <tr> <td colspan="2">2. Class and home assignments, cases and tests – 25 %</td> </tr> <tr> <td colspan="2">3. Group project – 10 %</td> </tr> <tr> <td colspan="2">4. Labs – 10 %</td> </tr> </table> | Final exam | 50% | Course work | 50% | Course work includes: | | 1. Mid-term – 5% | | 2. Class and home assignments, cases and tests – 25 % | | 3. Group project – 10 % | | 4. Labs – 10 % | |
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| Evaluation system | <p>Course work Student's course work will be assessed in such key aspects: in-class activity, tests, and assignment completion. The grade for the course work is calculated as sum value of all task's results. Maximum number of points: 100 x 50% = 50 points</p> <p>Final exam Exam format: open-blackboard-book, written task Duration: 120 minutes Exam structure: 20 closed questions and 8 open questions/essays Maximum number of points: 100 x 50% = 50 points. The final exam is based on the whole course issues and materials: theory, materials from articles, cases, presentations, discussions and hand-on practice during the course.</p> <p>Penalty All assignments should be done according the timeline of the course. Penalty for the delay is 50% of the grade weight of the task.</p> <p>Previous year exam assignment variants: available before exam</p> | | | | | | | | | | | | | | |
| Required reading: | <table border="1" data-bbox="483 1715 1449 2051"> <thead> <tr> <th>Type</th> <th>Title</th> <th>Number of copies in GSOM Library*</th> </tr> </thead> <tbody> <tr> <td>Guidelines</td> <td>1. Sergey Yablonsky Guidelines for students' work on e-commerce course, main deadlines and deliverables, 2011. 2. Reading Blackboard compendium. 3. 5-6 Cases.</td> <td>Electronic documents (Blackboard site)</td> </tr> <tr> <td>Textbooks</td> <td>1. Gary Schneider <i>Electronic Commerce</i>, Course Technology Ptr, Fourth Edition, 2006, ISBN-10: 1418837032, ISBN-13: 9781418837037. 2. Shannon Belew and Joel Elad <i>Starting</i></td> <td>Springerlink + 3 copies in Library GSOM library on-line access through Books 24x7 http://www.gsom.spbu.ru/</td> </tr> </tbody> </table> | Type | Title | Number of copies in GSOM Library* | Guidelines | 1. Sergey Yablonsky Guidelines for students' work on e-commerce course, main deadlines and deliverables, 2011. 2. Reading Blackboard compendium. 3. 5-6 Cases. | Electronic documents (Blackboard site) | Textbooks | 1. Gary Schneider <i>Electronic Commerce</i> , Course Technology Ptr, Fourth Edition, 2006, ISBN-10: 1418837032, ISBN-13: 9781418837037. 2. Shannon Belew and Joel Elad <i>Starting</i> | Springerlink + 3 copies in Library GSOM library on-line access through Books 24x7 http://www.gsom.spbu.ru/ | | | | | |
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| | <p><i>an Online Business All-in-One for Dummies</i>, 2nd Edition, John Wiley & Sons, 2009, 848 p., ISBN:9780470431962</p> <p>3. Efraim Turban, Dorothy Leidner, Ephraim McLean, James Wetherbe <i>Information Technology for Management: Transforming Organizations in the Digital Economy</i>, 6th Edition, 2008, ISBN: 978-0-471-78712-9.</p> | library/index/books24x7/ |
| Optional reading | <i>Additional texts, cases and journal articles are published on the Blackboard course site</i> | |
| Usage of online resource databases at GSOM | <i>Blackboard course site</i> | |
| Computer Software | Google Apps, ZenCart, Zoho and/or some other e-commerce solutions | |

Рецензирование программы

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| Разработчик | к.т.н., доцент кафедры ИТ в менеджменте Яблонский С.А. | |
| Рецензент | к.т.н., доцент кафедры ИТ в менеджменте Жукова С.В. | |
| Рассмотрение на заседании кафедры | Протокол № от 21.12.2011 | |