



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name	Jongchang An				
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	Home University	Hanyang University				
	Department	Information Systems				
	Homepage	-				
Course Information	Class No.	18015	Course Code	ITE4031	Credits	3
	Course Name	Ecommerce Theory				
	Lecture Schedule	Mon-Thu /9:00~12:00 AM				
	Course Description	This course studies comprehensive theories of e-commerce which have spread out continuously among industries. Mainly, it treats Introduction to e-commerce and e-marketplaces, EC applications, emerging EC platforms, and EC support services. In addition, we'll study about new business model analysis about mobile, local, social commerce which are outstanding.				
	Course Objective	The main topics are e-business strategy, internet business model, B2C, B2B, e-business spreading of firms. Through the analyses of deep cases regarding internet marketing, inter-firms information and SCM, value-creation factors of internet business, students can get a power of application. New emergent business model analyses including mobile social, local commerce are conducted.				
	Prerequisite	This course is basically senior students' discipline. If you studied principle of management, theory of marketing, and introduction to information systems, you can understand this course easily. Thus, I really recommend students study those disciplines in advance before studying this course.				
	Materials/Textbooks	E-commerce 2020_2021 (2021-2022 edition is possible) by Laudon & Traver				
Evaluation	Attendance	10%	Quiz	%		
	Assignment	%	Mid-term Exam	35%		
	Presentation	%	Final Exam	35%		
	Group Project	15%	Participation	5%		
	Etc.	Evaluation Item			Ratio	
				%		
				%		
Daily	Week	Day 1	Opening Ceremony			



Lecture Plan	1	Day 2	Introduction to E-commerce
		Day 3	Building an E-commerce Presence
		Day 4	Building an E-commerce Presence
	Week 2	Day 1	E-commerce Business Strategies
		Day 2	E-commerce Business Strategies
		Day 3	E-commerce Marketing and Advertising
		Day 4	E-commerce Marketing and Advertising; Mid-term exam
	Week 3	Day 1	E-commerce Marketing and Advertising
		Day 2	Social, Mobile, and Local Marketing
		Day 3	Social, Mobile, and Local Marketing
		Day 4	E-commerce Retailing and Services
	Week 4	Day 1	Case presentation
		Day 2	E-commerce Retailing and Services; B2B E-commerce
		Day 3	B2B E-commerce
		Day 4	Term exam