



# HANYANG UNIVERSITY

## Hanyang International Summer School

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	<b>Home University</b>	Hanyang University				
	<b>Department</b>	Information Systems				
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<b>Course Information</b>	<b>Class No.</b>	TBA	<b>Course Code</b>	ITE4031	<b>Credits</b>	3
	<b>Course Name</b>	Ecommerce Theory				
	<b>Lecture Schedule</b>	Mon-Thu /				
	<b>Course Description</b>	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.				
	<b>Course Objective</b>	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.				
	<b>Prerequisite</b>	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.				
	<b>Materials/Textbooks</b>	E-commerce 2020_2021 (2021-2022 edition is possible) by Laudon & Traver				
<b>Evaluation</b>	<b>Attendance</b>	10%	<b>Quiz</b>	%		
	<b>Assignment</b>	%	<b>Mid-term Exam</b>	35%		
	<b>Presentation</b>	%	<b>Final Exam</b>	35%		
	<b>Group Project</b>	15%	<b>Participation</b>	5%		
	<b>Etc.</b>	<b>Evaluation Item</b>			<b>Ratio</b>	
				%		
				%		
<b>Daily</b>	<b>Week</b>	Day 1	Syllabus			



<b>Lecture Plan</b>	<b>1</b>	Day 2	Introduction to E-commerce
		Day 3	Building an E-commerce Presence
		Day 4	Building an E-commerce Presence
	<b>Week 2</b>	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
	<b>Week 3</b>	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
	<b>Week 4</b>	Day 1	Case presentation
		Day 2	E-commerce Retailing and Services; B2B E-commerce
		Day 3	B2B E-commerce
		Day 4	Term exam