

Syllabus

Electronic Commerce

Course Name	Course type (credit/hours)	전선(3/3)		Course code		
	Target students Division/major/grade	/		Opening semester	2017년 2학기	
	Class time and classroom	금11(다505) 금12(다505) 금13(다505)(다505)				
Reference to this course	Related basic courses					
	Recommended concurrent courses					
	Related advanced courses					
Instructor	Name (title/division)					
	Office Room Number		Office phone Number	3640	e-mail	crhee@ajou.ac.kr
	Office hours		Homepage address			
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

1. Introduction

Internet based business models are discussed with various e-business solutions. Specially integrated solutions between on-line and off-line business operations such as ERP (enterprise resource planning), SCM (supply chain management), CRM (customer relationship management), e-Marketplace, and DW/DM (data warehouse/data mining) are introduced and investigated. A new business paradigm under the Internet is mostly discussed in connection with global information sharing across design, product development, production, sales, order management, logistics, distribution, and customer management. Special focus is given to operational and analytical customer relationship management.

2. Course Objectives

3. Class types and activities

4. Teaching Method

Most classes will be managed in the ways of lecture and discussion.

Topics for discussion usually deal with hot issues and new technologies.

Students are required to read research papers for discussion.

5. Knowledge and ability required for taking this course

--

6. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam			
final exam			
quiz			
presentation			
discussion			
homework			
etc			

Attendance: 0
Mid-term exam: 30%
Final exam: 30%
Project: 20%
Discussion & Presentation: 20%

7. Textbooks

Main/Sub	Title	Writer	Publisher	Publication year
주교재	e-commerce, 11th edition (International Edition)	Gary P. Schneider	Course Technology	2015

8. Lecture Schedule

Week	Lecture contents	Lesson type	Remark
1	Introduction		
2	Global e-Business		
3	Technology Basics for e-Business		
4	Web server and e-mail technology		
5	Revenue model		
6	B-to-C		
7	B-to-B		
8	Mid-term Exam		
9	Virtual Communities		
10	Law and Taxation		
11	Web Hosting and software		
12	Online Security		
13	Online Payment		
14	Implementation		
15	Further Study		
16	Final Exam		

9. Others

Syllabi in AIMS2 are tentative.

Detailed one will be distributed on the first day we meet.