



浙江大學

BUSM515

Contemporary e-commerce

BUSM515

Contemporary e-commerce

Instructor contact details

Lecturer-in-charge: Professor Yang Zhang

Email: TBA or send general enquiries to wlwyxy_29@zju.edu.cn

Office location: to be announced

Consultation Times: to be announced, and by appointment

Teaching Times and Locations

The Time and Location: TBA

Lecture sessions include lectures, as well as in-class discussions and test(s).

Units of Credit

The course is worth 6 units of credit, with total of 40 teaching hours.

Course Description

This course will teach students the framework of contemporary e-commerce and its emergence, development and application. The growth of the internet as a business tool has a significant impact on the global economy. In light of this, an increasing number of people in various industries are engaged in e-commerce. Successful e-business is usually based on strong theoretical knowledge and the proficiency in using internet and social media applications as tools to expand the business. This course will provide students with an opportunity to visit one of the largest e-business corporations - Alibaba Group. Students can gain an insight into the operation model and practice in this course.

Prerequisites

None

Learning Resource

No prescribed textbook. Lecture handouts will be given in class.

Learning Objectives

By the end of this course you should be able to:

- (1) Understand the framework of e-business and distinguish different types of e-commerce.
- (2) Be capable of applying frameworks to case studies and understand the implications of the cases.
- (3) Appreciate the current and potential future impact of internet technologies on business from both strategic and operational viewpoints.
- (4) Participate in real-world e-commerce simulation experiment.

Course Delivery

The course will be taught in English through lectures, tutorials, group activities, field trip, student projects and presentations. In addition to these, there will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. The course will be delivered within 16 sessions, with each session totaling 2.5 hours-inclusive of both a lecture/seminar and tutorial. These sessions will be running during the weekdays, Monday to Friday. The course will be at total 40 hours.

Topics and Course Schedule:

| Topic | Description | Activities |
|---------------------------------------|--|-------------------|
| Fundamentals and background | <ul style="list-style-type: none"> · What is e-commerce · A brief history · E-commerce infrastructure · Internet, website and mobile apps | Lecture |
| Business models for e-commerce | <ul style="list-style-type: none"> · Business to Customer · Business to Business · Customer to Customer · Online to Offline · Other business models | Lecture, tutorial |

| | | |
|---|---|---|
| Building an e-commerce presence | <ul style="list-style-type: none"> · Designing and imagining an e-commerce presence · Software and hardware · Developing an e-commerce website | Lecture, tutorial |
| Online payment systems | <ul style="list-style-type: none"> · E-commerce security environment · Payment systems · Online banking · Cash, cheque · Third party payment | Lecture, tutorial |
| Information security | <ul style="list-style-type: none"> · Principles of information secret technique · Security threats · Digital certificate | Lecture, tutorial |
| Field trip | <ul style="list-style-type: none"> · Field trip to Alibaba Group | This activity is compulsory for all students enrolled in this course. |
| E-commerce and logistics | <ul style="list-style-type: none"> · The basic concepts of logistics · Delivery · Supply chain management | Lecture, tutorial |
| Online marketing | <ul style="list-style-type: none"> · The relationship between online marketing and e-commerce · Online marketing strategies · Promotions | Lecture, tutorial |
| Case study | <ul style="list-style-type: none"> · Alibaba, Taobao · Ebay · Amazon | Seminar |
| Comprehensive practical training | <ul style="list-style-type: none"> · Online practice | Individual practice |

| | | |
|--|--|--------------------|
| E-commerce operation and data analysis | <ul style="list-style-type: none"> · Statistical and data analysis · Monitor online store data variation | Lecture, tutorial |
| Presentation | Each group is required to give a 30-minute presentation | Group presentation |
| Customer service | <ul style="list-style-type: none"> · The importance of customer service · Facilitate transactions · After-sales service | Lecture, tutorial |
| Cross-border e-commerce | <ul style="list-style-type: none"> · Global e-commerce platforms · International payment · International logistics | Lecture, tutorial |
| Legal issues in contemporary e-commerce | <ul style="list-style-type: none"> · Intellectual property protection · Customer right protection · Virtual properties protection · Tax issues | Lecture, tutorial |
| Revision | Revision class | Tutorial |

Assessments:

| | | |
|---------------------|-----|---------------------|
| Assignment (online) | 25% | Due date: 2019/7/15 |
| Group presentation | 15% | In class |
| Final exam | 60% | 2019/7/19 |

Details on each of the assessments will be discussed during class lectures.

Assignment (25%)

Type: Online

Total weight: 25%

Task: Students are required to open a shop on the simulative e-commerce platform. The products, prices and deals should also be set up and decoration is also required. In this task, students should be able to manage the e-shops and try to promote their products by using the strategies taught in class.

Group presentation (15%):

Students will be giving a 30-minute presentation in a group of four to five students. The project will be to present an assigned article to the class and to lead a discussion and critique of the issue(s) presented. PowerPoint/Handouts are expected, videos, dialogues/debates are welcome.

Final examination (60%):

Type: Examination

Weight: 60%

Length: A two hours formal final examination will be scheduled by the lecture and conducted in the class.

Task: This is a closed book examination.

Students should expect a variety of differently structured questions such as multiple choice answers, short answer questions, and extended responses. Students are expected to attempt all components of the exam to their best of their abilities. Students will be provided with samples questions and a comprehensive explanation on exam instructions.

Please make sure that you are physically present in all classes, especially on examination dates.

Grade Descriptors:

| | | |
|----|------------------|--------|
| HD | High Distinction | 85-100 |
| D | Distinction | 75-84 |
| Cr | Credit | 65-74 |
| P | Pass | 50-64 |
| F | Fail | 0-49 |

High Distinction 85-100

Treatment of material evidences an advanced synthesis of ideas
Demonstration of initiative, complex understanding and analysis
Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate
All criteria addressed to a high level

Distinction 75-84

Treatment of material evidences an advanced understanding of ideas
Demonstration of initiative, complex understanding and analysis
Work is well-written and stylistically strong
All criteria addressed strongly

Credit 65-74

Treatment of material displays a good understanding of ideas
Work is well-written and stylistically sound, with a minimum of syntactical errors
All criteria addressed clearly

Pass 50-64

Treatment of material indicates a satisfactory understanding of ideas
Work is adequately written, with some syntactical errors
Most criteria addressed adequately

Fail 0-49

Treatment of ideas indicates an inadequate understanding of ideas
Written style inappropriate to task; major problems with expression
Most criteria not clearly or adequately addressed

Academic Integrity:

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Zhejiang University in all programmes of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

Policy:

- The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University.
- The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.
- Academic dishonesty affects the University's reputation and devalues the degrees offered.
- The University will impose serious penalties on students who are found to have violated this Policy. The following penalties may be imposed:
 - o Expulsion;
 - o Suspension;
 - o Zero mark/fail grade;
 - o Marking down;
 - o Re-doing/re-submitting of assignments or reports; and
 - o Verbal or written warning.