![首都经济贸易大学 CAPITAL UNIVERSITY OF ECONOMICS AND BUSINESS]

Capital University of Economics and Business
Overseas Chinese College
Course Syllabus

Year and Semester	2023 Fall
Course Name	Electronic Commerce
Course Code	MIS301
Course Type	☐ General Education (Required) ☐ General Education (Elective) ☐ Basic Disciplinary Course ☐ Professional Course (Required) ☑ Professional Course (Elective) ☐ Professional Course (Expanded) ☐ Professional Course (Advanced)
Course Credits	4

Course Hours	Total Class Hours	64	Lecture Hours	64	Experiment (Computer) Hours	0

Applicable object	☐ Freshman ☐ Sophomore ☑ Junior ☐Senior
	☐ Business Administration (Accounting)
	☐ Information Management and Information Systems (Finance)
Prerequisites	Fundamental of Computer Science and Management Knowledge
Instructor	Jessie Tian
Contact Information	Office: C217
	Tele: (010)83951082
	Email: tianjiangxue@cueb.edu.cn
Office Hour	T: 13:30-15:05; W: 15:25-17:00; F: 15:25-17:00
Learning Centre	T: 18:00-20:00; W: 11:35-12:20; F: 11:25-12:20
Grade/Section	2021CFA
Course Time/Place	M: 13:30-15:05; W: 09:55-11:30
Textbook	*E-commerce: Business, Technology, Society*, Seventh Edition by Kenneth C. Laudon and Carol Guercio Travr China Renmin University Press, ISBN 978-7-300-19713-5

Reference Book

Beginning HTML, XHTML, CSS, and JavaScript, by Jon Duckett
ISBN: 978-0-470-54070-1

Beginning XML (5th Ed.) by Joe Fawcett, Liam R. E. Quin, Danny Ayers
ISBN: 978-1-118-16213-2

Course Description

Electronic commerce is a professional course, which is compulsory subject for students who are major in management. Providing students with the solid foundation, the students can master the use of E-commerce related to the basic theory and knowledge, such as E-commerce history, eight unique features of E-commerce technology, types of E-commerce, E-commerce business models, technology infrastructure for

E-commerce, E-commerce marketing and marketing communications, etc. After teaching, they will have the ability to study and master the latest developments and trends in the related fields. In addition, the students will be able to do the research of the market in E- commerce in the end of the course.

Student Learning Objectives

On successful completion of this course, candidates should be able to:

Knowledge	• understand the theories and concepts underlying e-commerce
Capability	• apply e-commerce theory and concepts in "the real world" • apply scientific thinking skills on e-commerce • analyze and solve e-commerce problems
Mindset	• establish the integrity and objectivity in e-commerce • be logical, ethical, methodical, consistent and accurate • apply critical thinking in the process of decision making

Website Source

- HTML: https://www.w3school.com.cn/html/index.asp
- XML: https://www.w3school.com.cn/xml/index.asp

Teaching Methods

This course consists of lectures, flipped classroom, class feedback，group discussions, group project, brainstorming，and case studies. Students must be prepared to finish some small questions and small quiz about the assigned chapters during the class and the lab class.

Grade Criterion

Component	Weight	Description
Final Exam	20%	A cumulative final examination will be given based on all of the contents of the class. The exam paper may be composed of multiple-choice questions, short answer questions, essay questions and practice problems. Students should rely primarily on homework assignments to give them a sense of what they may see for material on exams.
Mid-Term Test	20%	A cumulative midterm test will be given based on all of the contents that have been taught in class. The test paper may be mainly composed of multiple-choice questions and it should be completed within 60 minutes in class.
Homework	15%	Most of the assigned homework is taken from the Exercises in the textbook. Assignments will be collected at the clearly stated date. Late assignments will not be accepted. The graded assignments will be kept by the tutor for reference and won't be returned to students.
Quizzes	15%	There will be at least 2 quizzes during the semester. Quizzes may or may not be announced in advance. It may also be used as a way to check the attendance. Quizzes will test your knowledge of both concepts and the application of those concepts.
Presentation	10%	The students will be divided into several groups to prepare a presentation.

		Each student is required to be involved in the presentation. The topics can be selected from the textbook or lectures. Each group need to finish a PPT related to the topic which is given and hand in the related resources to the teacher before the presentation.
Participation	10%	Individuals will be asked to participate individually in a question and answer at least 5 times during the semester. The performances should be counted in their participation.
Attendance	10%	Refer to attendance policy listed below
Total	100%	

Detailed Grade Computation

	Before Midterm	**After Midterm**
Attendance	5%	5%
Participation	5%	5%
Homework	5%	10%
Quizzes	5%	10%
Presentation		10%
Mid-Term Test	20%	
Final exam		20%
Total	40%	60%

Assessment of Student Performance

☞ *Self-Study and Reading ability Practice*

Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

☞ *Homework*

Students should finish their homework by themselves. Copying from others will be treated as cheating and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.

☞ *Attendance*

Because the course covers a great deal of material, attending every class session is very important for performing well.

- Being late for 15 minutes or more is considered an absence.
- Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
- Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly. but students are welcome to continue attending classes.
- An incomplete grade (I) will be considered in case of medical or family emergencies.

☞ *Participation*

- Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.
- All above behaviors will be solely evaluated by the instructor for scoring.

☞ *Textbook*

Students must bring the textbook to class.

Topical Course Outline

Week	Topics	Homework
1	Syllabus Chapter 1: Introduction to E-commerce: the revolution is just beginning	
	Case study 1: Understanding E-commerce	
2	Chapter 2: Introduction to E-commerce: E-commerce business models and concepts – Part 2	
	Case study 2-1: B2C Business Models	
3	Chapter 2-2: Other business models and how the internet change business	
	Case study 2-2: Other business models	Assignment 1 start
4	Chapter 3: Technology Infrastructure for E-commerce: the internet and world wide web: E-commerce infrastructure	
	Case study 3-1: Internet technology background and the internet today	-
5	National Day	
	National Day	
6	Chapter 3-2: the future infrastructure and the web	Assignment 1 – write a business plan
	Case study 3-2: the future internet technology	
7	Chapter 4: Technology Infrastructure for E-commerce: building an E-commerce web site	
	Case study 4-1: building an E-commerce web site- a systematic approach	
8	Chapter 4-2: Choosing software/ hardware	
	Case study 4-2: building web site- using tools	
9	**Midterm Test**	
	Midterm Test – Answer Time	
10	Chapter 5: Technology Infrastructure for E-commerce: online security and payment systems	
	Case study 5-1: threats online	Submit Assignment 1

11	Chapter 5-2: technology solutions	Assignment 2 start
	Case study 5-2: protecting the communications	
12	Chapter 6: Business Concepts and Social Issues: E-commerce marketing concepts	
	Case study 6-1: internet audience and consumer behavior	
13	Chapter 6-2: Business Concepts and Social Issues: E-commerce marketing concepts	
	Case study 6-2: internet marketing technologies	
14	Chapter 7: Business Concepts and Social Issues: E-commerce marketing communications	
	Case study: Understanding the costs and benefits of online marketing communications	
15	Chapter 8: Business Concepts and Social Issues: ethical, social, and political issues in E-commerce	
	Case study 8-1: privacy rights	
16	Chapter 8-2: Business Concepts and Social Issues: ethical, social, and political issues in E-commerce	
	Case study: intellectual property rights	
17	**Presentation**	Submit Assignment 2
	Presentation	

Note: In the first three weeks, Tencent Meeting, Mosoteach and the Wechat group will be used as the main teaching methods. The Wechat group will be mainly used to inform the students daily study activities and tasks Tencent Meeting and Mosoteach will be used as the main study platform to teach and organize the study activities When classes change back to school, Tencent Meeting will be stopped to use. Mosoteach will be mainly used to upload PPTS and release some learning materials.

Some chapters or sections may leave for self-study, this is the students' duty to learn and understand, they may also be included in the quizzes or exams. A review in Chinese may be held during L.C. and O.H. in the semester.

Teacher's Office Hour

⬦The instructor's office hour is shown in the front of the office door.

⬦Students are suggested to use the instructor's office hour and learning center to ask questions or talk with the instructor once at least per week for good communication and effective learning, which is recorded in the students' participation.

⬦The time can be scheduled by instructors or students, or both.

Cheating and Plagiarism

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

Important Dates

Midterm Test	**Week 9**
Final Exam	**Week 18 or 19 (Refer to the notice of the Academic Affairs Office)**

Note: This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.

Instructor: _____   **Department Head:** _____

❀❀❀❀❀❀