The Institute of International Management is dedicated to providing a quality teaching and research environment to provide students with a broad, integrated knowledge of management in preparation for successful careers in business, government or academia.

General Program Learning Goals (goals covered by this course are indicated):

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<tr>
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<th>Goal</th>
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<tr>
<td>1</td>
<td>Graduates should be able to communicate effectively verbally and in writing.</td>
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<tr>
<td>x</td>
<td>Graduates should solve strategic problems with a creative and innovative approach.</td>
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<td>3</td>
<td>Graduates should demonstrate leadership skills demanded of a person in authority.</td>
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<td>x</td>
<td>Graduates should think with a global management perspective.</td>
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<tr>
<td>5</td>
<td>Graduates should possess the necessary skills and values demanded of a true professional.</td>
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Instructor:
Professor Jengghung Victor Chen (陳正忠教授)
Phone#: 53561
victor@mail.ncku.edu.tw
Friday 9:00-12:00 and by appointments

Course Description

Electronic Commerce is a fast-growing subject in this era and it is not our intention to cover all the topics but the essentials in this field. This is a behavioral study course that discusses how Internet users perceive and behave as well as how we (the business) can take advantages of it. The business academics, however, endeavors to contribute to the practice by establishing theories to better understand the humongous but young field systematically. The framework and theories behind the complicated issues in Electronic Commerce are the main pillars in this course. Therefore the ability to apply them in the term project is a good indicator to measure the student’s success. Also students are expected to be able to work on controversial issues that come along as the business and technology advance.

Class participation is highly appreciated. Good class interactions benefit students and the instructor because it helps peer-learning and the instructor has a clear idea how to adjust the course contents and schedule.
Course Objectives:

1. To emphasize the behavioral theories in Electronic Commerce;
2. To introduce students a up-to-date terms in this fast changing field;
3. To give students an in-depth introduction on a few Internet business models;
4. To provide students with global views in this field;
5. To help students integrate multi-discipline knowledge in this course.

Content Summary:

Introduction
A Digital World
Networks
Individuals Online
Web Business Models
Online Branding
Usability, Credibility, and Persuasion
Traffic Building
Personalization
Creating Commitment
Innovation and the Net
Pricing in an Online World
Internet Retailing
Consumer Channels
B2B e-Commerce
Online Research
Organizing for Online Marketing

Recommended reference:

Internet Marketing & e-Commerce by Hanson & Kalanam, Thomson Publishing

Course Requirement:

Term Paper (2 people per group)

At phase 1, please give me 1-page description of the importance of the chosen topic and possible fields to look for the grounded theories for the topic. At phase 2, please submit a paper with no less than 10 pages in English (double spaced with Times New
Roman Font 12). The group term paper is expected to be a scholarly work. In other words, it must have Introduction, Literature Review, and Research Methodology. Results and Conclusions are not required. I am a firm believer that students can learn effectively and efficiently if they are fully motivated in studying topics they are interested in. Term paper not only serves as an excellent tool for this learning goal but also a good indicator to the instructor how much students have learned in the class. Early discussion with the professor in choosing an appropriate topic is always a good idea. Each group must get the instructor’s approval on the chosen topic by 3/21. A PowerPoint presentation is required and will be scheduled on the last two weeks of classes. After presentation, the group shall hand in the group term paper with at least 30 references in APA style.

Assignments

Four to six assignments will be assigned. It shall include some teamwork assignments about new product development, website design, promotion plan, Internet users’ concerns, …etc. These group assignments are practical cases which will sharpen your skills in implementing your own EC business as a group. The assignments hopefully will be international collaborative projects though detailed information will not be announced until the 4th week.

Given the abundance of the materials we expected to cover, students are responsible to read all the materials in the perspective chapters even if the instructor does NOT introduce them all in the lecture because of the time constraint. However, students are always welcome to discuss with the professor.

Communication with the Instructor

If you want to have a long discussion (over 10 minutes) with me, please make an appointment with me in advance according to my office hours. While I am usually at my office, I can’t guarantee that I can always talk to you. Please use email to contact me if you can’t visit my office in person. I am known for answering email promptly. I will NOT answer any questions about the homework assignments, term paper, or any other kind of work on the due day. Early communication with me regarding to all kinds of your work is welcome.

Course Policies

Electronic Device Policy

Electronic devices are required to be turned off in the classroom. Calculators and computers are prohibited during examinations unless otherwise specified. Laptop and/or personal computing devices may be used in lecture for the purpose of taking
notes.

Attendance Policy
Students are expected to attend all scheduled classes. If you miss an assignment due date or other changes because you are absent, it is your responsibility to obtain notes and possible changes in the schedule from other students.

Assignment Policy
For all homework assignment submissions, make sure you type your name, student ID, exercise number and submission date on the cover page (required). All homework assignments must be typewritten. If an exercise requires multiple sheets, you must staple them together. Do not staple different assignments together. Disorganized assignments (pages out of order, mislabeled, no cover page, unreadable, etc.) will receive at most 50% of the full credits. If there are multiple sheets to be handed in, you should sequence them according to the order you were instructed to do. Late homework assignments, projects, or any other kind of work past due within one week will receive at most 50% of the full credits. Any work that is past due more than one week will receive no credits at all.

I expect all homework assignments to be your original work. This means that you have your hands on the keyboard when you are doing the homework and that all files and printouts are created by you.

Appeals Policy
To appeal a grade, contact your instructor within 7 days after the homework assignment/group project being returned. Overdue appeals will not be considered.

Incomplete Grade Policy
In most cases, students will not be given an incomplete grade in the course unless they have sound reason and documented evidence. A student who receives an incomplete must have completed or passed a significant portion of the course.

Disabilities Policy
Please notify the instructor during the first 2 weeks of any accommodations needed for the course.

Academic Misconduct
Students are expected to uphold the school’s standard of conduct relating to academic
honesty.

**Grading Scheme**

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<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Term Paper</td>
<td>200</td>
</tr>
<tr>
<td>Homework Assignments (4)</td>
<td>200</td>
</tr>
<tr>
<td>Class Participation and Instructor Observation</td>
<td>100</td>
</tr>
<tr>
<td>*Website Survey, Social Network Page, SCORM</td>
<td>500</td>
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Total Possible Points 500 points

*Extra points will be given to those who finish any of the above three projects.

*For Ph.D. students, 3 journal article critiques (each with 2-page) in addition to the homework assignments are required for the 200-point weight. The termpaper shall be individual NOT group. Good citations and understandings of the top-ranked and up-to-date journal articles in the termpaper are critical. This is to reflect learning goal 5.