



HANYANG UNIVERSITY

2018 HISS Syllabus

[Electronic Commerce Theory]

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Home Univ.: Feng Chia University
Dept.: International Business

Description: This course covers some basic issues including business models (B2B, B2C, C2B, and C2C), web design, Internet marketing, etc. Lectures also cover advanced topics such as the Internet strategies, sharing economy, big data, etc. Critical issues to successful internet businesses are examined. Case study exemplifies these issues.

Objective: This course aims to equip students with the knowledge and practice of e-commerce. Various aspects related to electronic commerce are examined. After completing this course, students are able to identify successful e-commerce businesses.

Preparations: TBA

Schedule:

Week 1	Internet Competitive Environment Analysis
Week 2	Internet Business Models
Week 3	Sharing Economy
Week 4	Big Data and Value Creation

Evaluation:	Project 1 (%)	Project 2 (%)	Project 3 (%)	Attendance (%)	Participation (%)	Etc. (%)
	30	30	30	10	00	00

Hanyang International Summer School

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