



HANYANG UNIVERSITY

2019 HISS Syllabus (Electronic Commerce Theory)

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Home Univ.: National Taipei University of Business
Dept.: Product Innovation and Entrepreneurship

Description: This course covers some basic issues including business models (B2B, B2C, C2B, and C2C), web design, Internet marketing, etc. Lectures also include 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: Handouts

Schedule:

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|--------|--|
| Week 1 | Intro to EC and Micro environment analysis, |
| Week 2 | Macro environment analysis and Internet successful business |
| Week 3 | Internet retailing and services, Big data and A two-dimensional business model |
| Week 4 | Big data analytics, Sharing economy and Wang Hong |

| Evaluation: | Report 1 (%) | Report 2 (%) | Final Report (%) | Roll (%) | Participation (%) | Etc. (%) |
|-------------|--------------|--------------|------------------|----------|-------------------|----------|
| | 20 | 30 | 40 | 10 | 0 | 0 |

Hanyang International Summer School

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