南京航空航天大学
Nanjing University of Aeronautics and Astronautics

Syllabus

Course No.	1901050W	**College**	College of Economics and Management	**Dept.**	Business Administration
Teacher	Rupesh Regmi				
Time	2021.07.05—2021.08.06				
Course Name	**English**	Electronic Commerce Strategy			
	Chinese	电子商务战略			
Course hours	**Total**	**Theory**	**Office Hour and Practice**	**Course design**	**Credits**
	70	60	10		4.0

Course description:

The course is one of the most amazing and exciting areas in business and society around the world today. Our aim in this class is to efficiently investigate how electronic commerce strategies work well at present.

Learning outcomes:

1. To investigate the strategic implications of e-commerce with emphasis on existing companies
2. To navigate the broad range of positioning strategies available within the e-commerce landscape
3. To develop the ability to quickly and effectively research Internet companies and strategies
4. To learn to distinguish between temporary tremors and seismic shifts in the unstable e-commerce landscape

Requirements for courses, ability and knowledge in advance

None

Course structure (Table of contents):

Make clear the necessary parts, optional parts, distribution of hours. Courses with experiments or practice are expected to explain hours needed, content, scheme and functions.

Tentative Schedule

Week One

Introduction

Group formation
Strategic models
Ecommerce business models and concepts
Ecommerce infrastructure
Creative applications
Group adjustments/reformation
Quiz 1

Week Two

Pinterest case analysis
Ecommerce Infrastructure
Ethical issues
Lands End case analysis
Ecommerce security
Quiz 2

Week Three

Ipremier case analysis
eCommerce security
Orbitz case analysis
Building an ecommerce presence
Facebook vs Twitter case analysis
Ecommerce marketing and advertising concepts
Failures analysis
Review for midterm
Midterm exam

Week Four

Amazon case analysis
Ecommerce marketing and advertising concepts
New York Times case analysis
Guest speaker: Eleanor Loiacono
Social, mobile, and local marketing
The long tail
Uber case analysis
Ethical, social, political issues
Online retailing and services
Quiz 3

Week Five

Threadless case analysis
Crowdsourcing
Online retailing and services
Online content and media
eBay case analysis
Social networks, auctions, and portals
B2B, B2C, supply chain, collaborative commerce
Project presentations
Review for final exam
Final exam

Teaching methods (Lectures, practice, etc)

The course is highly interactive between the class and the instructor. Through case studies/presentations, case studies, students will have the opportunity to use the concepts, ideas, and strategies presented in class.

Forms of examination and requirements
Structure of the final grade(including presence, class performance,), focus of exam, forms of exam(test, interview, final report, etc)

Attendance and performance (10%)
Quizzes (5% each)
Project (25%)
Mid-term exam (30%)
Final exam (30%)

	Name	**Publisher**	**Author**	**Year**	**Price**
Textbook	*E-Commerce: Business, Technology, Society* 15th edition	Pearson	Laudon, Kenneth C. and Carol Guercio Traver	2019	
References	**Name**	**Publisher**	**Author**	**Year**	**Price**
	E-Commerce Management: Text and Cases	Cengage	Sandeep Krishnamurthy, Thompson South-Western	2002	
	Course materials in the class				