

DONGGUAN UNIVERSITY OF TECHNOLOGY

School of Economics and Management

Course Syllabus

Spring 2019

Course Information

Course Code	0810304
Course Title	E-commerce process
Instructor	Hou, Feng-Hsiung
Class	2018 International Economics and Trade (International Business Industry-University International Program)
Course Category	☐ Compulsory ☒ Elective
Credit(s)	2
Total Hours	32
Hours Per Week	2 hours for week 1-16
Practical Hours	8
Lab Practice Hours	0
Classroom	Friday: R6305, GuanCheng Campus;
Time	10:25-12:00
Office Hour	3207 Guancheng Campus; by appointment
Required Textbook	Self-note and PPT
Supplementary Materials	None
Prerequisites	None
Course website	None

Assessment and Grading

Your grade is composed by four parts. They are Attendance (10%), Participation(5%), Group Ordinary Presentation(15%), Group Final Project and Presentation(70%). The detailed grading is as following:

	Standard	Notes
Attendance/	If you are late or leave early, your	If you are taken more than

Participation, 10% / 5%	grade will be taken one point each time. If you are absent for one class, the taken point will be 2 for each absentee. Give questions is a good way to get points in attendance.	10 points away, I will reserve your right to participate final exam.
Group Ordinary Presentation (15%)	The Group Ordinary Presentation is a group work.	None
Experimental Report 20%	The report of class experiments is a group work, which is composed by two parts: presentation (10%) and paper (10%).	Paper should hand in before the final exam.
Group Final Project and Presentation, 50%	The Group Final Project and Presentation shows the result of the case study, the Group Final Project and Presentation will be weighted to be 70% in your grade.	None

Course Description

The purpose of this class is to develop E-commerce process abilities through practice. This class focus on communicating about E-commerce process subjects and focus more on developing the smart thinking for E-commerce process.

Course Objectives

This course has the following specific objectives:

- 1.To improve students' E-commerce process skills
- 2.To strengthen students' learning ability (predicting, taking notes, making inference, cooperating with others, etc.)
- 3.To enhance students' culture literacy and intercultural awareness
- 4.To improve students' independent and creative thinking ability

Course Expectations

- 1.Attendance—

Attendance for this class is very important and will constitute a large part of your grade.

2. English—

During class, you should speak only English.

3. Respect—

In this class we will be discussing different ideas and cultures and sharing our personal

opinions. It is important to be respectful of your classmates and the classroom.

4. Cell Phones—Do NOT use your cell phones during class without permission.

Course Schedule

Week/Date	Topic	Required Reading and Assignments
1/ March 1	Course overview, objectives and requirements, introductions, personal objectives E-Commerce Case Study 1	None
2/ March 8	E-Commerce Case Study 2	None
3/ March 15	Definition of E-Commerce	Case Study / Definition of E-Commerce
4/ March 22	Advantages and Disadvantages of E-Commerce	Case Study / Advantages and Disadvantages of E-Commerce
5/ March 29	E-Commerce - Good News, Bad News	Case Study / E-Commerce - Good News, Bad News
6/ April 5	Holiday	None
7/ April 12	Brief Description for Group's E-commerce Case Study	None
8/ April 19	Types of E-Commerce	Case Study / Types of E-Commerce
9/ April 26	E-Commerce Examples	Case Study / E-Commerce Examples
14/ May 31	E-commerce Case Study Group Presentation 1	None
15/ June 7	Holiday	None
16/ June 14	E-commerce Case Study Group Presentation 2	None
Total	24 hours	

Practical Hours Schedule

Week/Date	Topic	Assignments
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10/ May 3	Traditional vs. Electronic Commerce	Case Study / Traditional vs. Electronic Commerce
11/ May 10	Barriers to E-Commerce	Case Study / Barriers to E-Commerce
12/ May 17	Risks in E-Commerce	Case Study / Risks in E-Commerce
13/ May 24	Marketing on the Web Presentation	Reports of experiments
Total	8 hours	

Date: 2019.2.22

Approved

Reviewed by

Bitao Shi

Signature

BITAO SHI

Director of

Department of International Business and Management