



同濟大學  
TONGJI UNIVERSITY

# E-Commerce in China

2018

# Syllabus – Introduction of this course



# Agenda

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- ❑ Why do we need learn?
- ❑ What will we learn?
- ❑ Who teaches this course?
- ❑ How can we learn this course well?

# What does EC mean to us?

4

- A set of online tools



# What does EC mean to us?

5

- The business environment



# What does EC mean to us?

6

## □ The society



# Value of EC

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- ❑ To improve effectiveness as an online tool set
- ❑ To offer opportunities as a new business environment
- ❑ To create a new society for us





# Agenda

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# Big Idea

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- ❑ Based on students' needs - learner centered,
- ❑ this course will help you to improve EC-related abilities - learning process focused
- ❑ and encourage you to advance EC globally - critical thinking and experiencing.

# Bridging

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Your major

Electronic  
Commerce



# Bridging

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# Bridging

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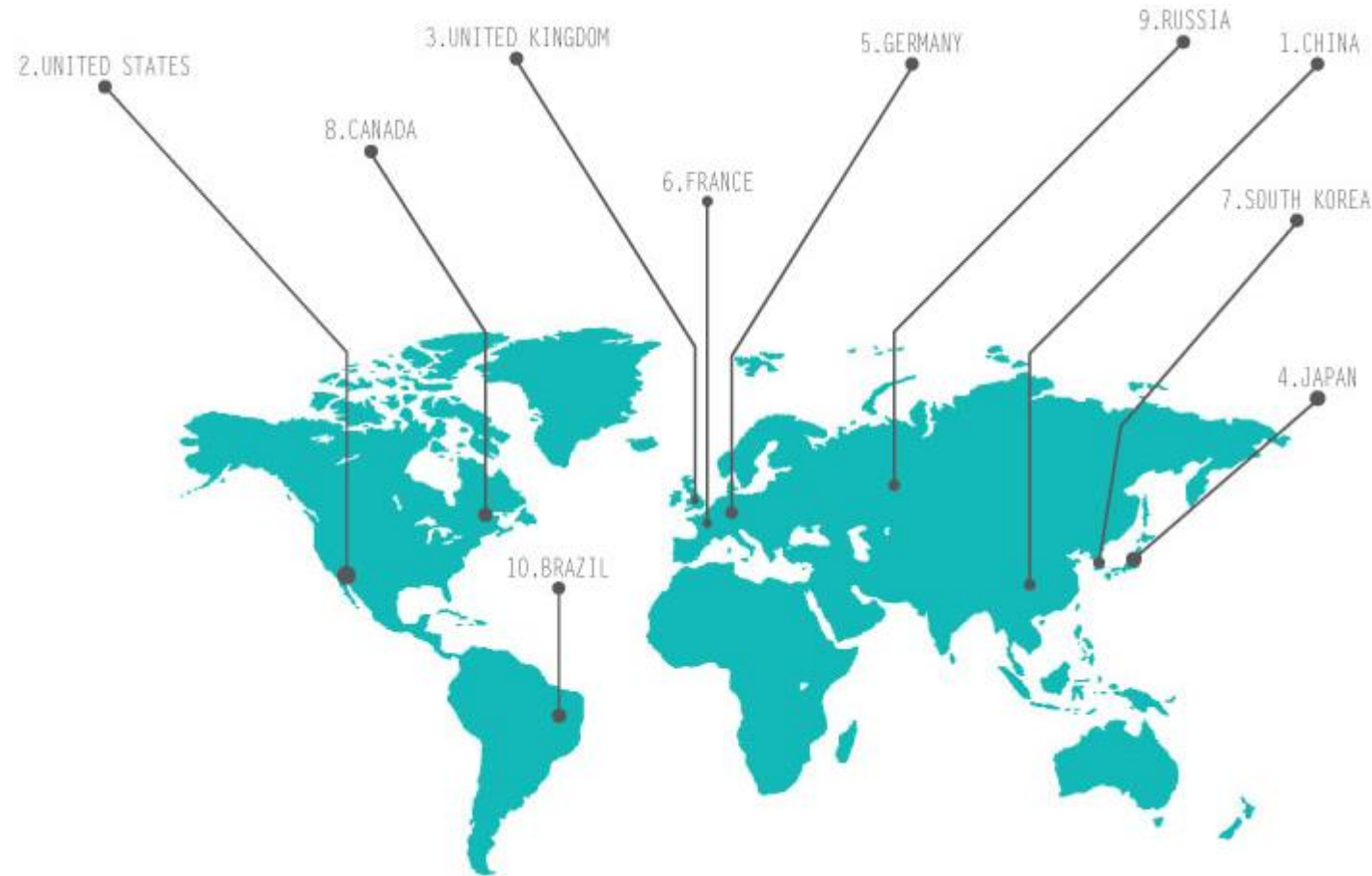
EC in your country

Chinese EC



# Top 10 eCommerce Markets by Country

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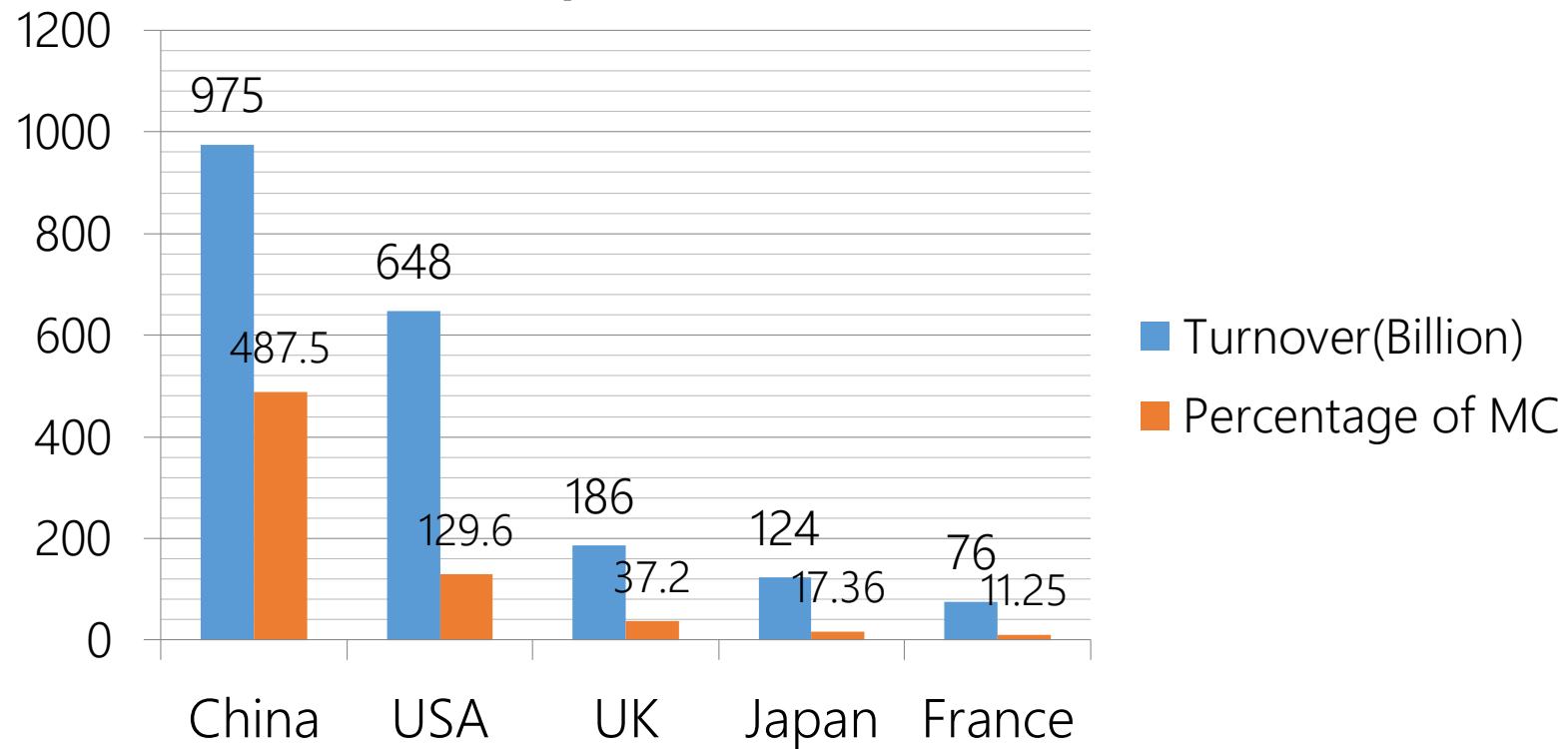
Trellis <https://trellis.co/blog/top-10-ecommerce-markets-by-country/>



# Value of Chinese EC

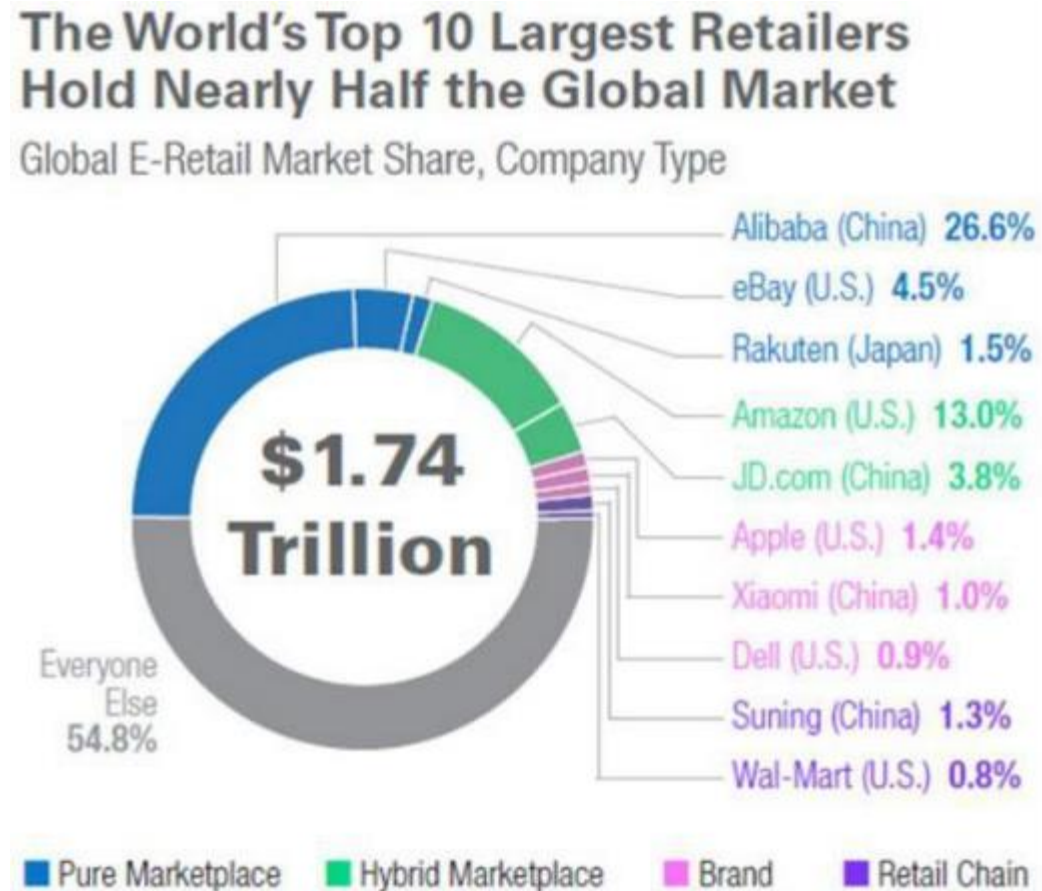
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□ Top 5 EC market in 2016



# Value of Chinese EC

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# Value of Chinese EC

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- “Internet+” is the national policy.







# Learning Objectives

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- ❑ Describe the concepts, technologies, and business models of e-commerce
- ❑ Critically identify IT value in e-commerce
- ❑ Discover and design effective metrics to evaluate the quality of e-commerce
- ❑ Solve problems in e-commerce practice in systematic way, fundamentally



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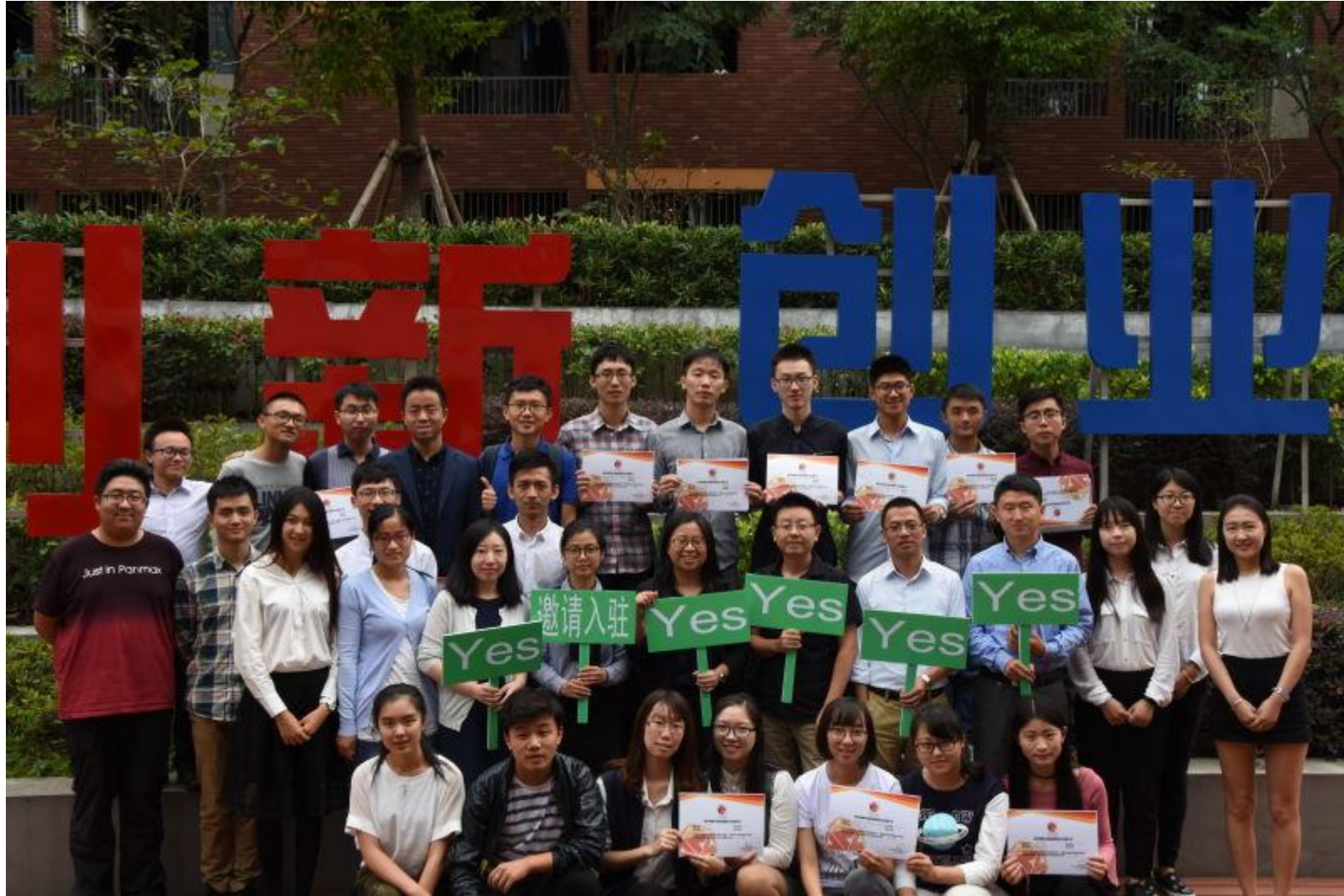
# Lecturer

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  - ❑ Master, Administration
  - ❑ B.S., Computer Science and Engineering









# Agenda

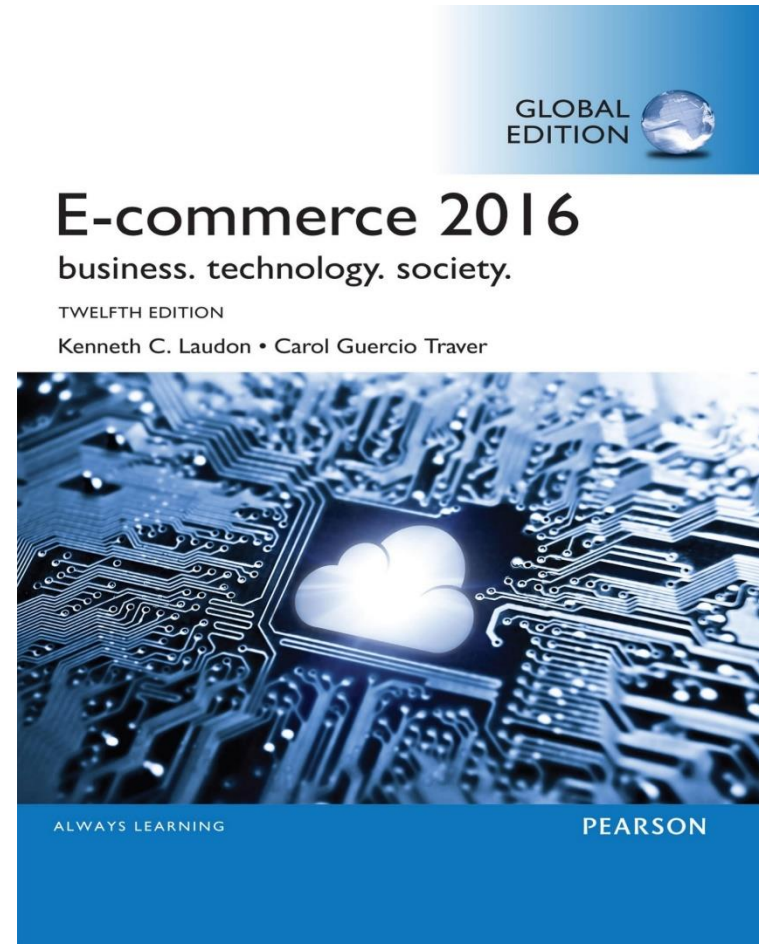
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# Textbook



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# Assessment System

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ITEM	POINTS
Attendance check	6 times * 2 points = 12 points
Group work	1 time * 30 points = 30 points
Class discussion	5 times * 4 points = 20 points
Term-end report	48 points
TOTAL SCORE	100



# Attendance check

25

- ❑ There would be 6 class attendance check, this will be carried out at a random basis.





# Criteria for group work

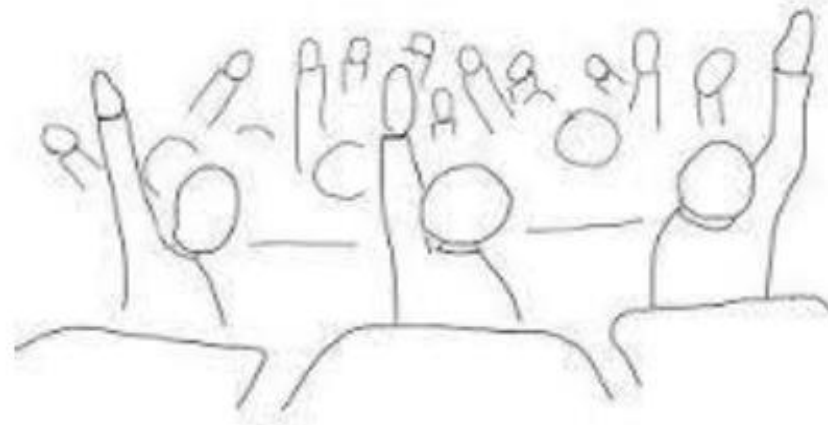
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- ❑ Students will form a group to take a task of case study. There should be 3-5 members in one group, one Chinese student included.
- ❑ Each group will present publicly to demonstrate your understanding about related EC concepts, theories and practices by the analysis of a specific EC case. The presentation will be held during **29-31** minutes presentation.
- ❑ The study must:
  - ❑ cover the right topic (18-21 points)
  - ❑ provide specific and enough figures, data and facts (22-24 points)
  - ❑ identify pros and cons based on proper method, concepts, theories and models (25-27 points)
  - ❑ excellent insight (28-30 points)

# Class Discussion

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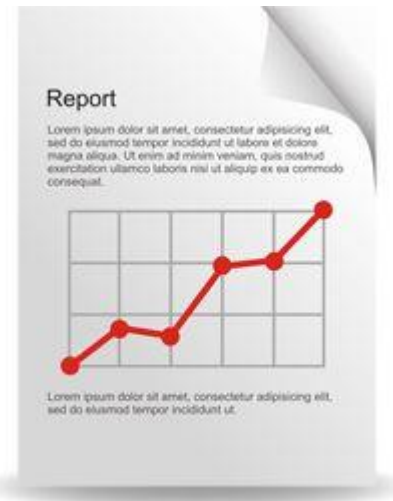
- ❑ Students are expected to attend each lecture and participate actively in class. Your contribution to class discussion would be counted as part of your class participation grade.



# Term-end report

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- ❑ You need develop a solution to a German/Chinese EC business, based on comparison with its counterpart in another country, in 8 pages, at least .
- ❑ Criteria is the same with those of group work.
- ❑ Due date is Monday on 17<sup>th</sup> week in this term





That's all ~  
Thank you for listening