

## Figure 6.4

### Principle and Application of E-Commerce Abbreviated Course Syllabus

<u>Course Number:</u>	BB813B
<u>Course Name:</u>	Principle and Application of E-Commerce
<u>Instructors:</u>	Xiong Zhuang
<u>Students:</u>	2021 Marketing Class 1
<u>Required Text:</u>	<ol style="list-style-type: none"> <li>1. INTRODUCTION TO ELECTRONIC COMMERCE, BAI DONGRUI, People's Post and Telecommunications Press, 5th Edition, 2022, 1.</li> <li>2. E-COMMERCE THEORY AND APPLICATION, MEI YAN, JIANG YUQING, WANG ZHENYU, Zhejiang University Press, 1st Edition, 2019, 8.</li> </ol>
<u>Course Description:</u>	Principle and Application of E-Commerce is the core course of Marketing Program. Through the study of the course 'Principle and Application of E-Commerce', students will master the basic theories, specialized knowledge, e-commerce system analysis and design methods, as well as e-commerce operation and management abilities, and have the basic skills and initial abilities to engage in practical e-commerce work.

Topic Outline:	Hours/Minutes
I. E-Commerce Overview	4
A. Basic concepts and classification of e-commerce: <ol style="list-style-type: none"> <li>① Business &amp; E-commerce</li> <li>② Classification of E-commerce</li> </ol>	
B. The emergence of E-commerce and new applications in the industry: <ol style="list-style-type: none"> <li>① The emergence and development of E-commerce</li> <li>② New applications for the E-commerce industry</li> </ol>	
C. System components and framework for E-commerce: <ol style="list-style-type: none"> <li>① Components of an E-commerce system</li> <li>② General framework for E-commerce</li> </ol>	
D. Legal environment of E-commerce: <ol style="list-style-type: none"> <li>① Legal aspects of E-commerce</li> <li>② E-commerce law and related policies</li> <li>③ Taxation of E-commerce</li> </ol>	
II. Fundamentals of E-commerce technology	4
A. Internet infrastructure: <ol style="list-style-type: none"> <li>① The emergence and development of the Internet</li> <li>② Internet protocol</li> <li>③ Internet applications</li> </ol>	

	④ Mobile Internet related technologies	
B.	Web Development Technology:	
	① Web application system architecture	
	② Client development technology	
	③ Server-side technology	
	④ Database management technology	
C.	Emerging technologies and the Internet of Things:	
	① Internet of Things	
	② Cloud Computing	
	③ Big Data	
	④ Artificial Intelligence	
III.	E-tailing	2
A.	B2C E-commerce:	
	① Classification of B2C E-commerce	
	② B2C back office management and B2C online shopping process	
	③ The main profit model of B2C website	
	④ Key factors for B2C E-commerce success	
B.	C2C E-commerce:	
	① Overview of C2C E-commerce	
	② Operational model of the auction platform	
	③ Operational model of the store platform	
	④ Characteristics of China's e-tailing market	
IV.	New Retailing	2
A.	Overview of New Retailing:	
	① The concept of New Retailing	
	② Key features and nature of New Retailing	
	③ Factors driving the development of New Retailing	
B.	Framework for New Retailing:	
	① Front stage: Reconstructing "People, Goods, and Field"	
	② Center stage: Marketing, Market, Distribution chain, Production model change	
	③ Back stage: Infrastructure, Emerging Technologies Enabling Development	
C.	Business Models for New Retailing:	
	① "Internet +" environment of traditional brick-and-mortar enterprises change	
	② Online enterprises layout offline brick-and-mortar stores	
	③ Online-offline integration	
V.	B2B E-commerce	4
A.	Overview of B2B E-commerce:	
	① Characteristics of B2B E-commerce	
	② Types of B2B E-commerce	
	③ Stages of development of B2B E-commerce	
B.	B2B transactions based on company-owned websites:	

① B2B transactions based on buyers' websites	
② B2B transactions based on suppliers' websites	
C. B2B transactions based on third-party platforms:	
① Main functions of B2B trading based on third-party platforms	
② Types of third-party B2B E-commerce platforms	
VI. Internet Marketing	4
A. Internet Marketing Overview:	
① The Meaning of Internet Marketing	
② Traditional Marketing and Internet Marketing	
③ Functions of Internet Marketing	
④ Internet Market research	
B. Internet Marketing Strategy and Online Advertising:	
① Internet Marketing strategy	
② Internet advertisement	
C. Commonly used Internet Marketing methods:	
① Search engine marketing	
② Viral marketing	
③ Online community marketing	
VII. New Media Operations	2
A. New Media and New Media Operations:	
① Concepts of New Media and New Media Operations	
② Key modules of New Media Operations	
③ Types of New Media platforms	
B. Short video marketing and live streaming:	
① Short video marketing	
② Live webcast marketing	
C. We-Chat Marketing and Micro-blog Marketing:	
① We-Chat Marketing	
② Micro-blog Marketing	
③ We-Chat Marketing vs. Micro-blog Marketing	
VIII. E-commerce security	1
A. E-commerce security connotations:	
① Common network security threats	
② Security threats to E-commerce	
③ Security requirements for E-commerce	
B. E-commerce security technology:	
① Cryptography	
② Authentication technology	
③ Digital Certificates	
C. E-commerce security prevention and management:	
① Daily safety precautions	
② E-commerce management system	
IX. E-payment and Internet finance	1
A. Overview of E-payments:	

	① Participants in the E-payment system	
	② Commonly used E-payment systems	
B.	E-payment instruments:	
	① E-payment instruments	
	② Internet banking	
	③ Mobile banking	
C.	Third-party and mobile payments:	
	① Introduction to Third-party payments	
	② Transaction flow of the Third-party payment model	
	③ Typical Third-party payment platforms	
D.	Internet finance:	
	① Meaning and characteristics of Internet finance	
	② Internet financial products	
	③ Internet finance and Supply chain finance	
X	E-commerce Logistics and Supply Chain Management	1
A.	E-commerce logistics:	
	① The meaning of logistics	
	② Functions of logistics	
	③ Classification of logistics	
	④ Characteristics of logistics in an E-commerce environment	
B.	E-commerce Distribution:	
	① E-commerce logistics and distribution process	
	② E-commerce logistics and distribution center	
C.	Supply chain management:	
	① Supply chain and Supply chain management	
	② Supply chain management methodology	
	③ Supply chain in the era of New Retailing	
XI	Customer Relationship Management	2
A.	Overview of Customer Relationship Management:	
	① Introduction to customer relationship management	
	② Key issues addressed by CRM	
B.	E-commerce Customer Relationship Management:	
	① E-commerce customer information management	
	② E-commerce customer satisfaction and Loyalty management	
	③ E-commerce customer service management	
C.	Customer relationship management technology and application:	
	① Classification of CRM systems	
	② Customer data management and Data mining	
	③ Key applications of CRM systems	
XII	Mobile E-commerce and Cross-Border E-commerce	4
A.	Overview of M-commerce:	
	① Concepts and characteristics of M-commerce	
	② Mobile E-commerce applications	
	③ Current status and trends in the development of mobile E-commerce	

B.	Mobile Web Store:	
	① The main forms of mobile web stores	
	② Introduction to some mobile online store platforms	
C.	Overview of Cross-Border E-commerce:	
	① The meaning of Cross-Border E-commerce	
	② Classification of Cross-Border E-commerce	
D.	Cross-Border E-commerce logistics and payment:	
	① Main modes of Cross-Border logistics	
	② Customs clearance and declaration in Cross-Border E-commerce logistics	
	③ Cross-Border payment	
E.	Major Cross-Border E-commerce platforms:	
	① Global X-press	
	② Amazonian	
	③ E-bay	
Total Sessions (Coverage Hours)		32

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes
a. Marketing	24
b. Finance	0
c. Accounting	0
d. Management	4
e. Legal environment of Business	1
f. Economics	2
g. Business Ethics	1
h. Global Dimensions of Business	0
i. Business Communications	0
j. Information System	0
k. Quantitative Techniques and Statistics	0
l. Business Policies	0
m. Comprehensive or Integrating Experience	0
Total Estimated CPC Coverage Hours	32