

數位創新與電子商務 Syllabus
Digital Innovation and E-Commerce

Instructor: Prof. 王俊程

e-mail: jcwang@mx.nthu.edu.tw

Office: TSMC Building 846

TA:

Textbook:

1. 資訊管理：企業創新與價值創造 (2014)，作者：吳仁和。智勝出版社。
2. E-Commerce 2012: Business, Technology, Society. By Kenneth C. Laudon, Carol G. Traver. Pearson. (International Edition: 全華圖書)
3. Electronic Commerce 2012: A Managerial and Social Networks Perspective (2012) by Efraim Turban et al., Pearson Education (華泰)。
4. The Economics of Information Technology: An Introduction by Hal Varian, Joseph Farrel, and Carl Shapiro. Cambridge University Press (2004).
5. Information Rules, by Hal R. Varian & Carl Shapiro <http://www.inforules.com/>
 - <資訊經營法則> 作者：卡爾.夏培洛，海爾.韋瑞安，譯者：張美惠，出版社：時報文化出版企業股份有限公司

Grading:

- Presentation and Class Participation 40 %
- Homework Assignments 30%
- Final Project 30%

Weekly Plan:

	Topic	Readings
1	Introduction to EC	Overview and class introduction
2	Economics of IT	資訊經營法則 個案：PC Home.

	Topic	Readings
3	EC Strategy 電子商務策略	1. How to Plan E-business initiatives in established companies. 2. Business Models for Online Business
4	Platform	How companies become platform leaders. MIT Sloan Management Review, 2008.
5	EC Business Model 電子商務營運模式	1. Netflix. HBR case, 2007. 2. For Mobile Devices, Think Apps, Not Ads, HBR, 2013.
6	Marketing and Advertising: Search 搜尋引擎	[Laudon] Chapter 6. E-Commerce Marketing
7	Marketing and Advertising: Online Ad 關鍵字廣告與網路消費者分析	1. Online marketing at big skinny. HBR case, 2011. 2. (The New Science of Viral Ads. HBR, 2009.) 3. Creative That Cracks the Code, HBR, 2013.
8	Marketing & Social Commerce 行銷與社會媒體	1. Harnessing the Science of Persuasion, HBR. 2. Discovery Film: Social media
9	Consumers as Creators 消費者也是生產者	1. What is a free customer worth? HBR, 2008. 2. Using the Crowd as an Innovation Partner. HBR, 2013.
10	Long Tail 長尾效應	1. Should you invest in the Long Tail? HBR, 2008. 2. Fotolia N.A.: Acting like a Start-Up in a Mature Industry. HBR Case, 2012.
11	Free Customer and Freemium	HBR What is a Free Customer's Worth?
12	FinTech in EC	1. Alibaba Group. HBR case, 2010.

	Topic	Readings
13	Social Networking	Grouped, by Paul Adams. Facebook case Dropbox. HBR Case, 2010.
14	Mobile Commerce	What Would Ashton Do— and Does It Matter? HBR, 2013.
15	Bank 3.0	Bank 3.0 & Digital Bank
16	Final Project	各組期末報告
17	Final Project	各組期末報告