



Introductory Class

ME102 E-Commerce

Fall 2017

Instructor: YUAN XIAOCHEN

Faculty of Information Technology

Macau University of Science and Technology

Introducing Myself

- Dr. Xiaochen Yuan
- Assistant Professor
 - Bachelor in Electronic Information Technology
 - Master in E-Commerce Technology
 - Ph.D. in Software Engineering
- Research Topics: Digital Image/Audio Processing; Digital Watermarking; Multimedia Security and Forensic; Image Quality Estimation.
- Phone: ext. 2067
- Office: A112
- Email: xcyuan@must.edu.mo

Course Meeting Times

- **2 – 3 hours with short break in between**



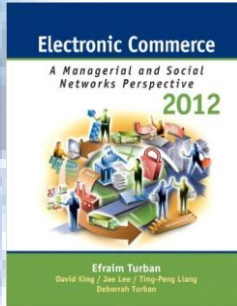
科目編號	科目名稱	學分	班別	上課時間		課室
COURSE CODE	COURSE TITLE	CREDIT	CLASS	CLASS HOUR		CLASSROOM
ME102	電子商務	3	D1	星期四	15:00-17:40	C501
ME102	Electronic Commerce	3	D1	Thursday	15:00-17:40	C501

Course Assessment

ACTIVITIES	PERCENTAGES
Attendance	10%
Homework & Participation	20%
Midterm Exam	30%
Final Exam / Course Project	40%

- **Teamwork will be highly encouraged!**

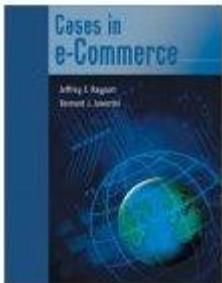
Recommended Text Books (1/2)



- Electronic Commerce 2012, A Managerial and Social Perspective (Prentice Hall)
 - Efraim Turban

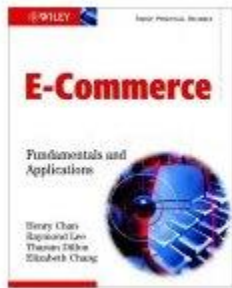


- Introduction to E-Commerce (McGraw Hill)
 - Jeffrey F. Rayport



- E-Commerce (McGraw Hill)
 - Rayport, Jaworski

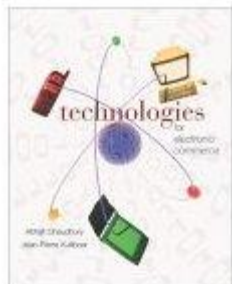
Recommended Text Books (2/2)



- E-Commerce: Fundamentals and Applications (Wiley)
 - Henry Chan



- Cases in Electronic Commerce (McGraw Hill)
 - Huff, Wade, Schmeberger



- E-Business and E-Commerce Infrastructure (McGraw Hill)
 - Chaudhury, Kuilboer

Highlights of this course

- Revolution and Digital Economy
- B2C EC-Internet Marketing
 - E-tailing, Internet consumers and market research, EC advertisement
- EC Models and Applications
 - B2C, B2B, C2C, auctions, travel, stocks, banking, e-government
- Building EC Systems
 - EC application development, security, payment, supply chain
- Implementing EC
 - E-strategy, legal issues...

Course Materials

- <http://moodle.must.edu.mo/>
- Login with your username and password.
- Download course materials.
- Upload course assignments/projects/reports.