

Green and International MBA E-Business – Course Number 4983

January-February 2020

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Office hours and meetings by appointment

Class to be held Fridays, 11:00-14:00

The Online CMS for this course is at: <http://mod.haifa.ac.il>

מבוא לעסקים אלקטרוניים

פרופ' שיזף רפאלי,

	<p>E-Commerce</p>	<p>Computerized networks have been harnessed to business and commercial ends for over 15 years by now.</p> <p>Electronic commerce (only one of the e-business modes) has acquired a central role in business activities within a very short period. No other technology or business method ascended so rapidly or became central so quickly.</p>
<p>NASDAQ Composite (IXIC) Add to watchlist \$528.41 -108.42 (-1.03%) All times in EST</p>		<p>All signs indicate that this growth rate will continue to accelerate</p> <p>This course is about knowing and understanding the network's technology, its sources, characteristics and development trajectories.</p> <p>Is the bubble back?</p>

This course will consist of in-class lectures and simulations.

Students will be provided with slide printouts, an online site with additional suggested materials, and numerous suggested readings.

This course will hold in-class meetings on Friday mornings, 11:00-14:00

Students in this course are required to:

1. Attend class meetings and participate in class activities and discussions, participate in grading projects, and contribute term definitions (10% of final grade). Details about definitions will be provided separately.
2. Prepare and present a **Draft Business Plan (20% of final grade)**. Business plans will be prepared by groups and presented in class, during our last meeting. Presentation materials prepared by each group will be made available to the entire class. The plan should contain a review of the proposed area of operations, relevant Business Intelligence on current competitors, SWOT analysis, etc. The plan may describe a proposed initiative or technology, OR a critique of one. Group projects will be assessed by classmates as potential investors.

Groups may consist of up to three members each. Groups will sign up online for their topic by the fourth class meeting. Signing up requires uploading a short description, list of participant names and emails, and indicating a chosen, evocative brand name). Groups will then submit a short first draft of their proposal by the sixth class meeting.

3. Please make sure the subject line of any email correspondence to the instructor will always contain the terms **EBUSINESS 2020** in capital letters.
4. Take one test, in-class, multiple choice, OPEN-BOOK, Feb. 28th, 2020 (70% of final grade or higher).

Course topics by date

3.1.20	Introductory concepts, Moore, Gilder, Metcalfe, Reed Laws, Business Models
17.1.20	Encryption, Security, E- and , Micropayments
24.1.20	Auctions and Dynamic Pricing
31.1.20	Search technology and Economy, SEO, SEM, PPC
7.2.20	Digital Traces, Measurement , Web Metrics, Access Logs, .
14.2.20	Social Nets, Privacy, Recommender Sys.
21.2.20	Group Presentations
25.2.20	Review

Main topics, concepts and terms

Hypertextuality	Digital Cash and other alternative payment mechanisms	3D Printing
iBeacon	Digital Certificate	3G, 4G, 5G
ICANN	Digital Divide	Adware
Information Age	Digital Goods	Adwords and Adsense
Information Overload	Disintermediation/Reintermediation	Affiliate Marketing
Instant Messaging (IM)	Disruptive Innovation	Amazon
Interactivity	Domain Name Service (DNS)	Apple
Intellectual Property	Dynamic Pricing	Balkanization of the Internet
Internet of Things IoT	EBay	Behavioral Ad Targeting
Intranet / Extranet	EDI	Big Data
iTunes	ERP	Bluetooth
Klout	e-Government	Burn-Rate
Last Mile Issue	Filter bubble	Business Intelligence (BI)
Legacy Business	First Mover Effect	BYOD
Learning Curve	Folksonomy	B2B, B2C, C2B, C2C
Linux	Forums, Discussion Boards	CAPTCHA
Location Based (Services, Commerce)	Fraud	CRM
Lock-In	Freemium	CTR (Click Through Rate)
Long Tail	Free Rider	Certification Authority
m-commerce	Gamification	Clicks and Mortar/Brick and Click
Mass Customization	Gartner's Hype Curve	Click Fraud
MegaUpload	Gilder / Nielsen's Law	Cloud Computing
Metcalfe's Law	G2C	Collaborative Filtering
Micropayments	Globalization and Internet	Computer Literacy
Middleware	GoogleBombing,	Conversion Rate
BlockChain	GoogleWhacking	Cookies
Moore's Law	Hackers and Crackers	Crowdsourcing
Napster		Crowdfunding
Native Ads		Cryptography
Net Neutrality		Darknet
Netiquette		



WikiLeaks	SaaS	Netflix
Wikipedia Zero	SEO	Network Effects
Yahoo	SEM	Open Source
Wikinomics	SET (Secure Electronic	Open Innovation
Wisdom of Crowds	Transaction)	Opt In / Opt Out
Echo Chamber	Semantic Web	Packet Switching
	Slacktivism	PayPal
Yohai Benkler	SNA (Social Network	Pay Per Click / Cost Per
Tim Berners-Lee	Analysis)	Click PPC, CPC
Jeff Bezos	Spam	Peer-to-Peer (P2P)
danah boyd	Spyware	Phishing
Vinton Cerf	Stickiness	Platforms-Pipelines
Esther Dyson	Streaming Media	Podcasts/Vodcasts
Bill Gates	TCP/IP	Prediction Markets
Steve Jobs	Telecommuting	Price Discrimination
Evgeny Morozov	Tragedy of the Commons	Privacy Policy
Nicholas Negroponte	Trust Online	Public-Key Encryption
Eric S. Raymond	Unique/Reach audience	Push/Pull Media/Channels
Sheryl Sandberg	measures	Q&A Sites
Aaron Swartz	Usability	Qualitative Metrics
Yossi Vardi	Vickrey Auctions	Quantitative Metrics
Mark Zuckerberg	Virality	Quantum computing and
	VOIP	cryptography
	VPN	Reed's Law
	Web 2.0, 3.0	Recommender Systems
	Wikis	RSA

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This course does not have a required textbook. The following textbooks are recommended:

Turban • King • McKay • Marshall • Lee • Viehland: **Electronic Commerce** Prentice Hall, Fifth Edition 2014. <http://www.prenhall.com/turban/>



Laudon and Traver, **E-commerce: Business, Technology, Society**, Prentice Hall, 2015 Ninth Edition, <http://www.prenhall.com/laudon/>

Slide piles will be made available online

- 1) EBusiness Intro
- 2) Encryption
- 3) EPayments
- 4) Auctions and Dynamic Pricing
- 5) Search Technology and Economy
- 6) Long Tail
- 7) Platforms vs. Pipelines
- 8) Access Logs

Resources

EBusiness Resource Collection

<http://ebusiness.yeda.info>

ISWorld Net's EBusiness Course

<http://www.magal.com/iswn/teaching/ebusiness/index.cfm>

Michael Rappa's Managing the Digital Enterprise:

<http://digitalenterprise.org/index.html>

Recent, Notable Books:

Chris Anderson (2009) *Free: The Future of a Radical Price*, Hyperion..

Chris Anderson (2006) *The Long Tail: Why the Future of Business is Selling Less of More*.

Yochai Benkler: (2007) *The Wealth of Networks*

Yochai Benkler: (2011) *The Penguin and the Leviathan*, Yale Univ. Press.

Friedman, T.L. (2006). *The World is Flat: A Brief History of the Twenty-first Century*. [updated and expanded version]. Farrar, Straus and Giroux

James Surowiecki: (2005) *The Wisdom of Crowds*

Tapscott, D. & Williams, A. D. (2006). *Wikinomics: How Mass Collaboration Changes Everything*. Portfolio.

Tapscott, D. & Williams, A. D. (2011). *MacroWikinomics: Rebooting Business and the World*. Portfolio.



David Weinberger, (2007) *Everything is Miscellaneous: The Power of the New Digital Disorder*

Online and Broadcast lectures series/course by Prof. Rafaeli:
<http://gsb.haifa.ac.il/~sheizaf/AcademyaAlephSheizafW.htm>