

**University of Haifa – Faculty of Management  
and Center for Internet Research  
International MBA -- Cohort 13 ("Magnolia" class)  
E-Business – Course Number 4983**

March – May 2017

**Prof. Sheizaf Rafaeli**

[sheizaf@rafaeli.net](mailto:sheizaf@rafaeli.net)

<http://rafaeli.net>

Office: Tel. 04-8249578, Room 612 Jacobs Bldg.

Office hours and meetings by appointment

Class to be held Thursdays, 15:00-18:00

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

**מבוא לעסקים אלקטרוניים**

**פרופ' שיזף רפאלי,**

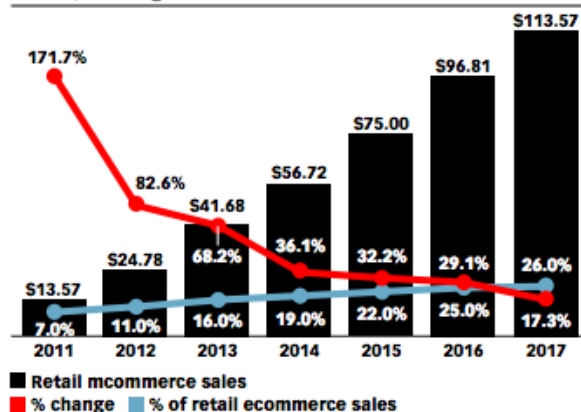
המרכז לחקר האינטרנט והפקולטה לניהול אוניברסיטת חיפה  
מרץ – מאי 2017, כיתת Magnolia



Computerized networks have been harnessed to business and commercial ends for over 15 years by now.

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.

**US Retail Mcommerce Sales, 2011-2017**  
billions, % change and % of retail ecommerce sales



All signs indicate that this growth rate will continue to accelerate

This course is about knowing and understanding the network's technology, its sources, characteristics and development trajectories.

Is the bubble back?

**This short 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 Thursday afternoons, March 9 through May 4<sup>th</sup>, with the exception of Passover break.  
The final exam date will be announced.**

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).
2. Prepare and present a Draft Business Plan (20% of final grade). Business plans will be prepared by groups and presented in class. 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 judged by classmates as potential investors.  
  
Groups may consist of up to four members each. Groups will sign up online for their topic by March 23<sup>rd</sup>, 2017. Signing up requires uploading a short description, list of participant names and emails, and indicating a brand name). Groups will then submit a short first draft of their proposal by March 30,2017.
- 3.
4. Please make sure the subject line of any email correspondence will always contain the terms MAGNOLIA 2017 EBUSINESS in capital letters.
5. Take one test, in-class, computerized, multiple choice, OPEN-BOOK, on a date to be announced. (70% of final grade or higher).

### Course topics by date

Introductory concepts, Moore, Gilder, Metcalfe, Reed Laws, Business Models	9/3/2017
Encryption, Security, Privacy, E-Payments, micropayments	16/3/2017
<i>deadline for Group topic</i> Auctions and Dynamic Pricing	23/3/2017
.SEO, PPC ,Search Engines, <i>deadline for first draft</i>	30/3/2017
Wikinomics , .Web Metrics, Access Logs ,Measurement	6/4/2017
Social Nets, Privacy Trust,	21/4/2017
Recommender Sys., Virt. Comm	28/4/2017
Group presentations	4/5/2017
<i>final exam</i>	Date TBD

## Main topics, concepts and terms

Interactivity	Digital Cash and other	
Intellectual Property	alternative payment	3G
Internet of Things	mechanisms	4G
Intranet / Extranet	Digital Certificate	Adware
iTunes	Digital Divide	Adwords and Adsense
Klout	Digital Goods	Affiliate Marketing
Last Mile Issue	Disintermediation/Reinter	Amazon
Legacy Business	Disruptive Innovation	Apple
Learning Curve	mediation	Balkanization of the
Linux	Disruptive Innovation	Internet
Location Based (Services,	Domain Name Service	Behavioral Ad Targeting
Commerce)	(DNS)	Big Data
Lock-In	Dynamic Pricing	BlockChain
Long Tail	EBay	Bluetooth
m-commerce	EDI	Burn-Rate
Mass Customization	ERP	Business Intelligence (BI)
MegaUpload	e-Government	BYOD
Metcalfe's Law	First Mover Effect	B2B
Micropayments	Folksonomy	B2C
Middleware	Forums, Discussion	C2B
MP3	Boards	C2C
Moore's Law	Fraud	CAPTCHA
Napster	Freemium	CRM
Native Ads	Free Rider	CTR (Click Through
Net Neutrality	Gamification	Rate)
Netiquette	Gartner's Hype Curve	Certification Authority
Netflix	Gilder / Nielsen's Law	Clicks and Mortar/Brick
Network Effects	G2C	and Click
Open Source	Globalization and Internet	Click Fraud
Open Innovation	GoogleBombing,	Cloud Computing
Opt In / Opt Out	GoogleWhacking	Collaborative Filtering
Packet Switching	Hackers and Crackers	Computer Literacy
PayPal	Hypertextuality	Conversion Rate
Pay Per Click / Cost Per	iBeacon	Cookies
Click PPC, CPC	ICANN	Crowdsourcing
Peer-to-Peer (P2P)	Information Age	Crowdfunding
Phishing	Information Overload	Cryptography
Podcasts/Vodcasts	Instant Messaging (IM)	Darknet

**Wikis**  
**WikiLeaks**  
**Wikipedia Zero**  
**Yahoo**  
**Wikinomics**  
**Wisdom of Crowds**

**אישים:**

**Yohai Benkler**  
**Tim Berners-Lee**  
**Jeff Bezos**  
**danah boyd**  
**Vinton Cerf**  
**Esther Dyson**  
**Bill Gates**  
**Steve Jobs**  
**Evgeny Morozov**  
**Nicholas Negroponte**  
**Eric S. Raymond**  
**Sheryl Sandberg**  
**Aaron Swartz**  
**Yossi Vardi**  
**Mark Zuckerberg**

**Prediction Markets**  
**Price Discrimination**  
**Privacy Policy**  
**Public-Key Encryption**  
**Push/Pull Media/Channels**  
**Q&A Sites**  
**Qualitative Metrics**  
**Quantitative Metrics**  
**Quantum computing and cryptography**  
**Reed's Law**  
**Recommender Systems**  
**Right to Be Forgotten**  
**RSA**  
**SaaS**  
**SEO**  
**SEM**  
**SET (Secure Electronic Transaction)**  
**Semantic Web**  
**Slacktivism**  
**SNA (Social Network Analysis)**  
**Spam**  
**Spyware**  
**Stickiness**  
**Streaming Media**  
**TCP/IP**  
**Telecommuting**  
**Tragedy of the Commons**  
**Trust Online**  
**Unique/Reach audience measures**  
**Usability**  
**Vickrey Auctions**  
**Virality**  
**VOIP**  
**VPN**  
**Web 2.0**  
**Web 3.0**

**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) Frameworks.infrastructure.2011
- 3) Encryption
- 4) EPayments
- 5) Auctions
- 6) 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/AcademyAlephSheizafW.htm>