# e-Business in China

**Department:** Fudan International Summer Session  

<table>
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<tr>
<th>Course Code</th>
<th>MANA170008</th>
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<tbody>
<tr>
<td><strong>Course Title</strong></td>
<td>e-Business in China</td>
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<tr>
<td><strong>Credit</strong></td>
<td>2</td>
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<tr>
<td><strong>Credit Hours</strong></td>
<td>36+3 tutorial hours</td>
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<td><strong>Credit Hours</strong></td>
<td>36+3 (one credit hour is 45 minutes)</td>
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## Course Objectives

This course aims to help the junior undergraduate students to understand the development situation, distinctive characteristics, and application status of e-business in China, to have a good command of e-Business fundamental knowledge, as well as to promote international exchanges and cultural communication.

## Course Description

The course contents mainly include the following three parts: (1) The development and status of e-business in China; (2) Basic knowledge of e-business and case study; and (3) Design of cross-border e-business solutions. Through the analysis of both China's domestic cases and cross-border e-business cases, this course will enable students to figure out the key points of e-business customer analysis and business model design under different cultural backgrounds.

## Course Requirements:

No special requirements.

## Teaching Methods:

Lectures, case studies, practice, and discussions.

## Instructor's Academic Background:

Professor Weihui Dai has been teaching e-Business for more than 10 years at Fudan University. He did e-business research work at MIT, USA in 2000 and taught the course of e-Business Model and Technology at Chonnam National University, Korea in 2002. A lot of his published academic papers are related to e-business research. He was awarded the Second Prize of Science and Technology Progress by Shanghai Municipal Government in 2015, and the Second Prize of Teaching Achievement by Shanghai Municipal Education Commission in 2014. He is currently a standing committee member of the Society of Management Science and Engineering of China.

**Email:** whdai@fudan.edu.cn
<table>
<thead>
<tr>
<th>Name</th>
<th>Gender</th>
<th>Professional Title</th>
<th>Department</th>
<th>Responsibility</th>
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<tbody>
<tr>
<td>Zengchuan Xu</td>
<td>Male</td>
<td>Associate professor</td>
<td>School of Management</td>
<td>Course development of management contents</td>
</tr>
<tr>
<td>Weidong Zhao</td>
<td>Male</td>
<td>Associate professor</td>
<td>School of Software</td>
<td>Course development of technology contents</td>
</tr>
<tr>
<td>Hai Sun</td>
<td>Male</td>
<td>Lecturer</td>
<td>School of Management</td>
<td>Case preparation and experimental design</td>
</tr>
<tr>
<td>Xiqiong Wan</td>
<td>Female</td>
<td>Engineer</td>
<td>School of Mathematic Sciences</td>
<td>Data analysis and modeling</td>
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**Course Schedule:**

This course will be implemented during four weeks:

1st week
Lesson 1 The development and status of e-business in China
Lesson 2 China’s e-business environment and characteristics

2nd week
Lesson 3 The fundamental knowledge of e-business and application
Lesson 4 Case study: Customer analysis and business model design

3rd week
Lesson 5 Design of cross-border e-business solutions

4th week
Lesson 6 Discussion: How do e-business with Chinese customers
Group presentation, oral test, and course summary

**The design of class discussion or exercise, practice, experience and so on:**
Practice: Cross-border e-business company visit
Class discussion: How do e-business with Chinese customers

**Grading & Evaluation:**

The final grade is evaluated based on in-class participation (30%), group homework (40%), and final exam (30%).

There will be no make-up exam.
Teaching Materials & References:

Teaching materials:


References:

References and case packet will be provided.

Notes: The syllabus will be subject to changes.