

E-Commerce: Doing Business on the Internet

(The Co-Evolution of Technology and Business)

CPSC 155a, Fall 2001

T, Th: 1-2:15 pm, Room DL 220

<http://www.cs.yale.edu/~vijayr/cs155>

Overview

- Introduction to electronic commerce
- Emphasis on Internet business
- Underlying technological developments
- Business models
- Legal, social, and political implications

Partial Outline

- Internet Basics
- Digital Copyright
- Web Searching
- Privacy, Information Ownership, and Other Policy Issues
- Open Source

Examples of Technological Developments

- Mass-market computing and networking
- World Wide Web
- Digital music, images, text, etc.
- "Search" and other massive-scale data processing
- "Strong" cryptography

Examples of Business Developments

- New ways to conduct old business
 - New companies
 - New capabilities for old companies
 - Death of some old companies
 - "Empowered consumers" ??
- New types of business
- (Qualitatively more) massive scale
- Internet boom and bust

Examples of Conflicts

- Privacy vs. efficiency
- Anonymity vs. accountability
- Commerce vs. law enforcement
- Standardization vs. innovation
- Global technology vs. local expectations

Schedule

Sept. 25: First HW Assignment Due

Oct. 9: Second HW Assignment Due

Oct. 16: First Hour Exam

Nov. 6: Third HW Assignment Due

Nov. 15: Second Hour Exam

Dec 4: Fourth HW Assignment Due

Dec 18: Final Exam, 2pm

Requirements

- Reading assignments (approx. 50-75 pages/week)
 - Material available online will be posted on the course web page, with a limited number of copies available outside the TA's office.
 - Material available only in print form will be distributed in class.
- 4 written HW assignments (5% each)
 - Available one week before due date
- 2 hour exams (20% each)
- Final exam (40%)

Instructor: Joan Feigenbaum

Office: AKW 512

Office Hours: Tues 2:30pm-3:30pm,
Thurs 9am-10am

Phone: 203 432-6432

Assistant: Judi Paige

(judi.paige@yale.edu, 203 436-1267)

Note: Do not send e-mail to Professor Feigenbaum, who suffers from RSI. Contact her through Ms. Paige or the TA.

TA: Vijay Ramachandran

Office: AKW 412

Office Hours:

Tues. 7pm-8pm in WLH 002

Thurs. 3:30pm-4:30pm in office

(or by appointment)

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Course Taught in Spring 2001 For The First Time

<http://www.cs.yale.edu/~jf/cs155.html>

Note changes:

- Final exam instead of paper/project
- Some changes in topic list and readings
- More "objective" HW and exam questions
- ? More invited speakers

Rules and Guidelines

- Deadlines are firm. Dean's excuses are needed for all make-up exams or late homeworks. Hand them in promptly.
- You are responsible for all content of lectures and the class webpage.
- No "collaboration" on homeworks.
- Pick up your graded homeworks and hour exams promptly, and tell the TA immediately if one is missing.

Reading Assignment For September 11

- Chapter 1 of Information Rules, Shapiro and Varian, Harvard Business School Press, 1999
(Print form only)
- Executive Summary of The Digital Dilemma, National Research Council, 2000
(http://books.nas.edu/html/digital_dilemma/)
- "The Myth of Internet Time," Andrew Odlyzko, 2001
(http://www.technologyreview.com/magazine/apr01/print_version/reviews.html)