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)
E-mail: vijayr@cs.yale.edu
Phone: 203 432-7037
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)