

MGT 415H5 S

Electronic Commerce

Lu Lahodynskyj

Every Wednesday
16:00-18:00hrs

Agenda

- ◆ Introduction
 - ◆ Admin
 - ◆ Course Outline
- ◆ Who Are You?
- ◆ e-Commerce Overview
- ◆ Next Week

Introduction

Course Description

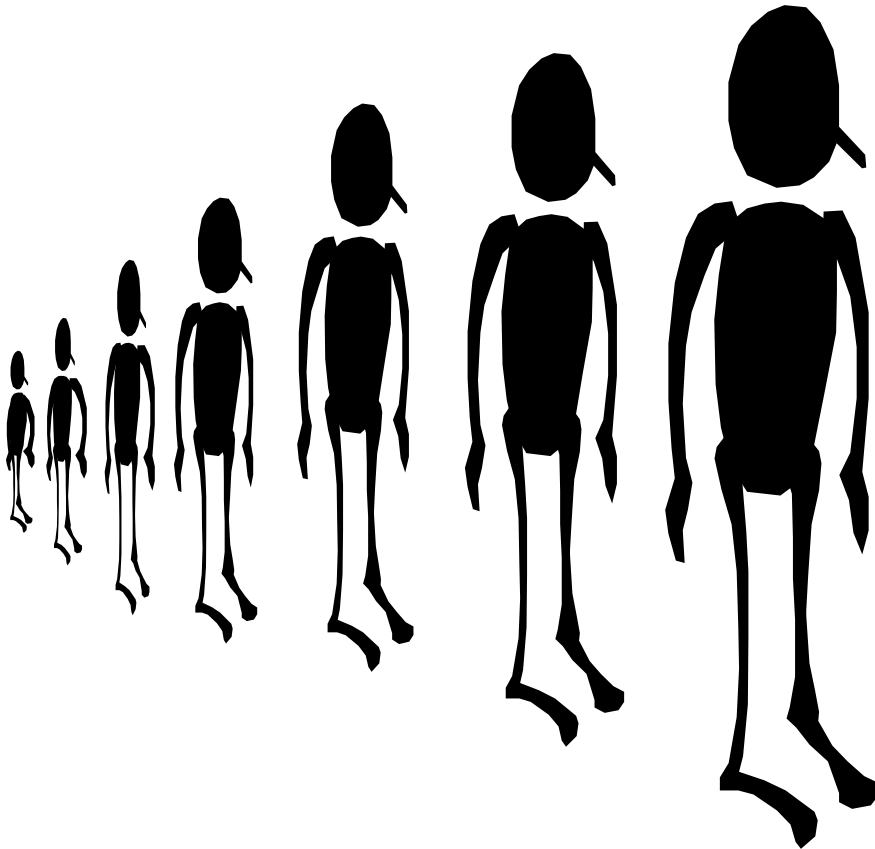
- ◆ Electronic commerce, the extensive business use of the Web and the Internet, is rapidly changing existing businesses. New Internet businesses are also being created at an unprecedented rate. New business models, e-commerce technologies, payment mechanisms, legal and regulatory issues (in particular, intellectual property rights, privacy and security) and the economics of e-commerce will be investigated from a research and practical perspective.

Fire-Drill



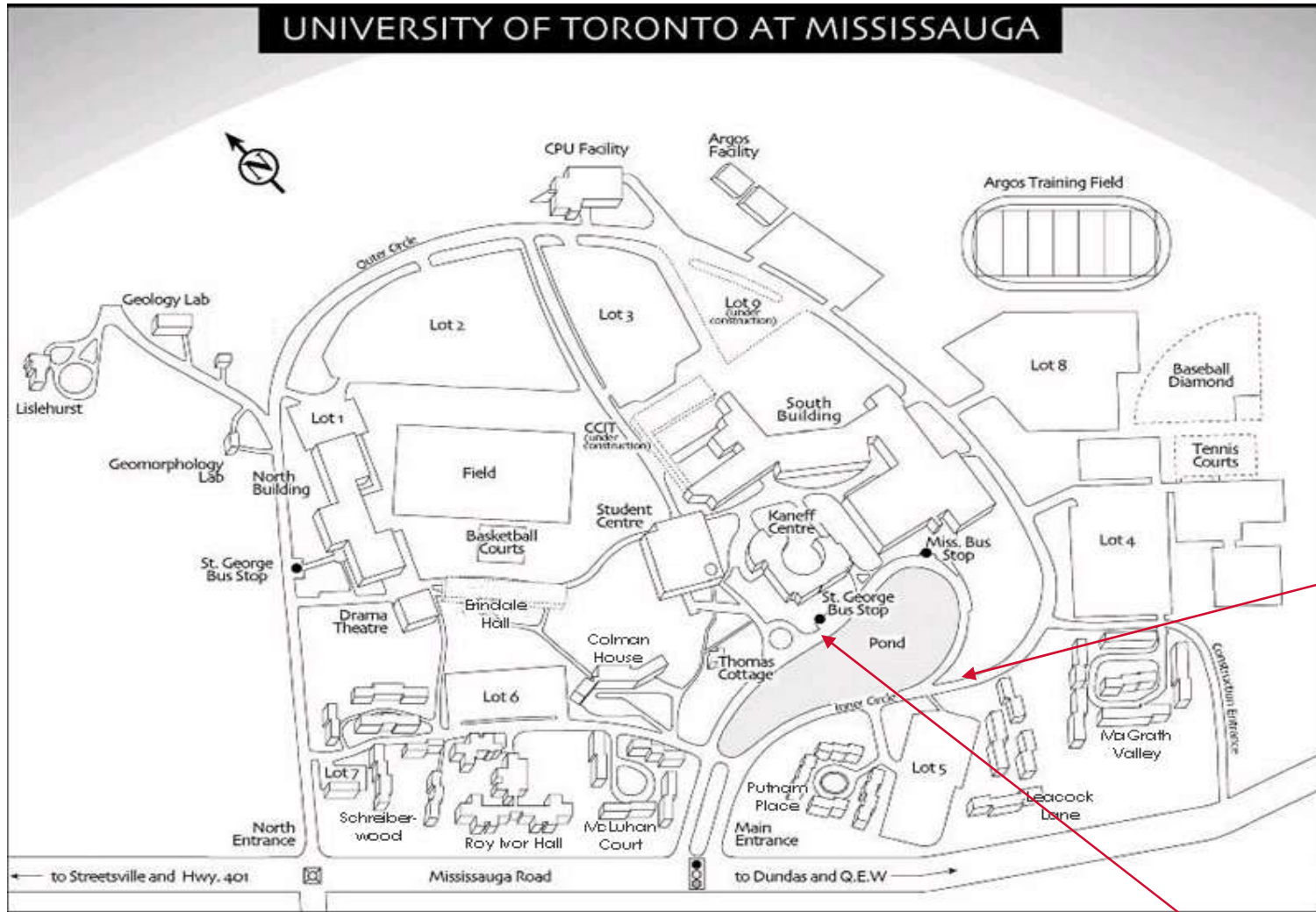
- ◆ This is a risk management exercise
 - ◆ When an alarm rings there is confusion
 - ◆ I would prefer to have the confusion minimized
 - ◆ We all get out alive

Fire-Drill - Process



- ◆ Exit process
 - ◆ Front rows first
 - ◆ NO PANIC
- ◆ Exits
 - ◆ Primary
 - ◆ Secondary

Fire-Drill – Meeting Points



Secondary
Meeting
Point

Primary Meeting Point

Course Outline

Reaching Me

- ◆ After class, in Room 206
 - ◆ usually
- ◆ e-mail is preferred (lu@resultsoriented.ca)
 - ◆ put “MGT415” and a brief description of your question into the Subject-line
 - ◆ explain your question in the message body
- ◆ phone: 416.760.7981
 - ◆ Leave your name and contact phone#, times you are available, as well as the question

Course Objectives

- ◆ This course will introduce the student to the terminology, technology and business awareness required for electronic commerce.
- ◆ Students will be required to create their own notes. This is a life skill, a business skill and an effective feedback mechanism for this dynamic topic.
- ◆ The assignments will support the learnings, through use of the medium. Some group work will be necessary, a key success factor for e-commerce. As is the ability to present effectively. So each group will present their first assignment.
- ◆ The final exam will be a review of all of the material, as an aid to retention.

Marks

- ◆ Group Assignment = 25%
 - ◆ Detailed description next week
 - ◆ You will be in groups of 6
 - ◆ You will have to create a Word document AND a presentation
- ◆ Individual Assignment = 30%
 - ◆ Detailed description will be given by Week 6
 - ◆ Description of an e-Commerce success or failure
 - ◆ Word document
- ◆ Final Exam = 45%
 - ◆ Be here for the review, March 31st
 - ◆ Exam will be on anything that I or the speakers have mentioned in class
 - ◆ There will be a mix of Short answer and Essay time.

Group Assignment = 25%

◆ Aim

- ◆ To have you clearly and concisely describe a particular terminology and the associated technology, used in e-Commerce

◆ I will assign the topic

- ◆ Create a 2,000 Word document (approx)
 - ◆ Identify what it can be used for
 - ◆ Describe what this technology is
 - ◆ Give example(s)
 - ◆ Describe alternative(s)
 - ◆ Bibliography
- ◆ Create a 5 to 10min presentation describing the above

◆ I will assign the groups

- ◆ by course, year and

◆ Due date

- ◆ Week 6 = February 11th

Individual Assignment = 30%

♦ Aim

- ♦ To have you review situations where e-Commerce succeeded and failed.

♦ Get approval from me before you start.

- ♦ Exchange e-mails with me for approval.
 - ♦ “First come, first served”
- ♦ One topic per student
- ♦ Must be something AFTER September 2001
- ♦ Will be about 400 words
 - ♦ Definite result
 - ♦ Actual dollar values
 - ♦ Bibliography

♦ Due date

- ♦ Week 10 = March 10th

Administrative Rules

- ◆ Their aim is to help you
 - ◆ Do the work
 - ◆ Gain the learning
 - ◆ Get the marks
- ◆ Remember:
 - ◆ My role is to help you pass, but you do have to help yourself!
 - ◆ If you have a problem with your personal life (health or otherwise related) call the Commerce office
 - ◆ If you have a problem with the course, let me know
 - ◆ If that doesn't work, call the school

Classes



- ◆ We will have a review of the previous week's material
 - ◆ I will lead, but you should ask questions
- ◆ New material
- ◆ Guest Speaker
 - ◆ These are industry experts
 - ◆ always subject to cancellations
 - ◆ Give you a change of pace and voice
 - ◆ Another perspective
 - ◆ More depth
- ◆ Wrap-up
 - ◆ key points of this class
 - ◆ required for next class

Week 8 - Your Presentations

- ◆ February 25th
 - ◆ Right after Reading Week
 - ◆ Need a focal
 - ◆ Assignment & PPT due Feb 11th
 - ◆ I will need to contact someone for changes/corrections
 - ◆ Will confirm in week 3.
 - ◆ Participation
 - ◆ If anyone not pulling their weight?
 - ◆ Do not include their names on the assignment
 - ◆ They get zero marks
 - ◆ Presentation
 - ◆ All of you will be standing up here....

Other Key Dates

◆ Drop the Course?

◆ 2004 March 7th

- ◆ Results from your group assignment will be known

◆ Final Exam?

◆ 2004 April ??

- ◆ Exam schedule still being worked on.
- ◆ You will know as soon as I know.

Any Questions on the Course Outline?



Getting to Know Your Needs

Who Are You?

- ◆ On e-mail
 - ◆ Send as a graphic (eg: Bitmap).....
- ◆ What do I need?
 - ◆ Basics
 - ◆ Family Name First, COMMA, then your usual first name
 - ◆ Student#
 - ◆ Contact Phone# - if you feel that I may need this
 - ◆ Why taking e-Commerce?
 - ◆ Eventual goal
 - ◆ What you hope to achieve from this class
 - ◆ Experience
 - ◆ Any type of work eg: bartending or CEO
 - ◆ Previous Technology experience (work or school or home)
 - ◆ Importance of this Course SHORT term
 - ◆ Do you expect to graduate this year?
- ◆ Why this information?
 - ◆ Adjustments to the course to better benefit you

Who Are You? Example

- ◆ Basics
 - ◆ **Name:** Lahodynskyj, Lu
 - ◆ #: 1234567
 - ◆ **Phone#:** 416 760 7981
- ◆ Why taking e-Commerce?
 - ◆ **Eventual Goal:** IPO of an e-Commerce enterprise selling plastic nozzles
 - ◆ **This Class:** An understanding of all facets required in successful e-Commerce
- ◆ Experience
 - ◆ **Worked as:** Chemical Process Engineer, Army Parachutist, Programmer, Systems Analyst, Business Analyst, Trainer, Facilitator, Project Manager, Software Manager
 - ◆ **Previous Technology experience:** Punch cards on mainframes with 64K RAM, to Java applications on wireless networks.
- ◆ Importance of this Course SHORT term
 - ◆ **Already hold**
 - ◆ BSc in Applied Physics from the UK
 - ◆ MBA from UofT
 - ◆ Chartered Engineer designation from the UK
 - ◆ Chartered Information System Practitioner designation from the British Computer Society
 - ◆ This course is part of my commitment to helping others

Groups

Group 1

0990944966

0990778119

0990116067

0990323182

0990663670

0990216495

0990115059

Group 2

0990792166

0990754199

0990873104

0990859120

0990873382

0990816863

0990451060

Group 3

0990996071

0991011837

0990898828

0990924416

0990877663

0990918888

0991073529

Group 4

0990304586

0992583272

0991620929

0990097417

0991620705

0991584102

0991488172

Group 5

0991009840
0991473286
0991649230
0991113745
0991588787
0991650049
0991558952

Group 6

0992511867
0991734771
0991672784
0991614286
0991477781
0991734780
0991702118

Group 7



- ◆ Anyone whose name was not on a list?
 - ◆ Please stand....
 - ◆ Send me an e-mail
 - ◆ Subject: MGT415 Group?

Focals



- ◆ Elect a focal for your group
 - ◆ That Focal will e-mail me with the subject line
 - ◆ Focal
 - ◆ Group#
 - ◆ “cc” all of the rest of the group

Administration Done....

Merry Christmas



ВЕЩНИК СВЯТ

Other Dates

- ♦ Jan 14
- ♦ Jan 21 - Chinese New Year's Eve
- ♦ Jan 28
- ♦ Feb 04
- ♦ Feb 11
- ♦ Feb 18 - Maha Shivaratri & Reading Week
- ♦ Feb 25 - Ash Wednesday
- ♦ Mar 03 - Ramanavami
- ♦ Mar 10
- ♦ Mar 17 - St. Patrick's Day
- ♦ Mar 24 - Ramayana
- ♦ Mar 31

Class Ends?

- ◆ So if someone needs to take off and celebrate Christmas, please feel free to do so.
- ◆ I will make the presentation available on my company site
 - ◆ Will e-mail a link once I have your address
 - ◆ So get the “Who Are You” e-mail to me ASAP
 - ◆ Then you will get the link

What is Electronic Commerce?

Definition - Electronic Commerce

- ◆ “Commercial activity over a network, involving data exchange.”
 - ◆ Commercial Activity
 - ◆ “Service or product for payment, directly or indirectly.”
 - ◆ Network
 - ◆ Typically the Internet
 - ◆ Data Exchange
 - ◆ Sharing of information

Definition - Electronic Commerce Parties

- ◆ Three main players
 - ◆ Consumer
 - ◆ Business
 - ◆ Government
- ◆ How...
 - ◆ B2B
 - ◆ B2C
 - ◆ B2B2C
 - ◆ C2G
 - ◆ B2G
 - ◆ G2B

E-Commerce in Canada

- ◆ Source: The Economist Intelligence Unit, 2004/1/1
 - ◆ Data mainly from 2002
- ◆ Population
 - ◆ 31.4m
- ◆ Nominal GDP
 - ◆ US\$730bn or US\$966bn (at PPP)
- ◆ GDP per head
 - ◆ US\$23,240 or US\$30,750 (at PPP)
- ◆ Average wage
 - ◆ US\$1,931/month
- ◆ Corporate tax
 - ◆ 33-41%(combined federal and provincial)
- ◆ Number of telephone main lines (per 100 people)
 - ◆ 69.7
- ◆ Number of mobile subscribers (per 100 people)
 - ◆ 37.9
- ◆ E-Commerce readiness
 - ◆ #10
 - ◆ Scored 82.3%

e-Commerce Readiness

◆ Source: www.ebusinessforum.com

◆ Examples

◆ Hong Kong ranks #11:

◆ Telephone lines per 100 people = 56.2

◆ Cell-phones per 100 people = 87.8

◆ Internet Users per 100 people = 41.2

◆ Ranking

◆ Accessibility to the Internet

◆ Affordability

◆ Business culture

◆ Canada more face-to-face than USA

Benefits

- ◆ Anytime/ Anywhere
- ◆ Improved flow of information
- ◆ Can deliver the service
 - ◆ eg: Tax filing
 - ◆ eg: Music

Challenges

- ◆ Who is it on the network?
- ◆ Security of data?
- ◆ Legal standing of transaction?
 - ◆ eg: Who's law applies: Buyer? Host? Seller? Shipper?
 - ◆ eg: What taxes?
- ◆ Technology
- ◆ Project Management
- ◆ Payment/Delivery
- ◆ Getting Noticed

Growth of e-commerce

- ◆ Online ordering by "procurement professionals"
 - ◆ 5% in 2002
 - ◆ But
 - ◆ 8% in 2001
 - ◆ 7.5% in 2000

This Course



Everything Old is New Again

History

- ◆ First computer
 - ◆ ENIAC or Manchester UK
 - ◆ ICL was the first programmable computer.
 - ◆ Today's PC has more power than a mainframe in the 80's
- ◆ Brand new technology
 - ◆ Impacted the way services were delivered
 - ◆ Fewer clerical staff

Impact

- ◆ Expensive to buy a computer and staff appropriately
 - ◆ 3rd party provided computing power. Charged by usage
- ◆ Small amount of computing power available, meant that programs had to be nimble
 - ◆ Programs were built using routines that could be called upon to perform a specific function, and then discarded.

Now

- ◆ Continually changing technology
- ◆ Assumption of 100% availability

Impact

- ◆ Expensive to buy a computer and staff appropriately
 - ◆ 3rd party provides computing power. Charged by usage.
- ◆ Any time, any sequence, means that programs have to be nimble
 - ◆ Programs are built using routines that can be called upon to perform a specific function, and then discarded.

Ergo

- ◆ Had 3rd party providers before. Have them again
- ◆ Had small, nibble programs. Have them again.

How things happen.....

The Stock Market

◆ Companies Come & Go

- ◆ Take a look at the stock market, over a 50 year period.
 - ◆ Most companies of today were not listed.
 - ◆ In 50yrs time, most companies will not be listed.
- ◆ IBM used to be the #1 in PC's
 - ◆ Today it is?
 - ◆ I have a speaker coming in from
 - ◆ They did it through e-Commerce

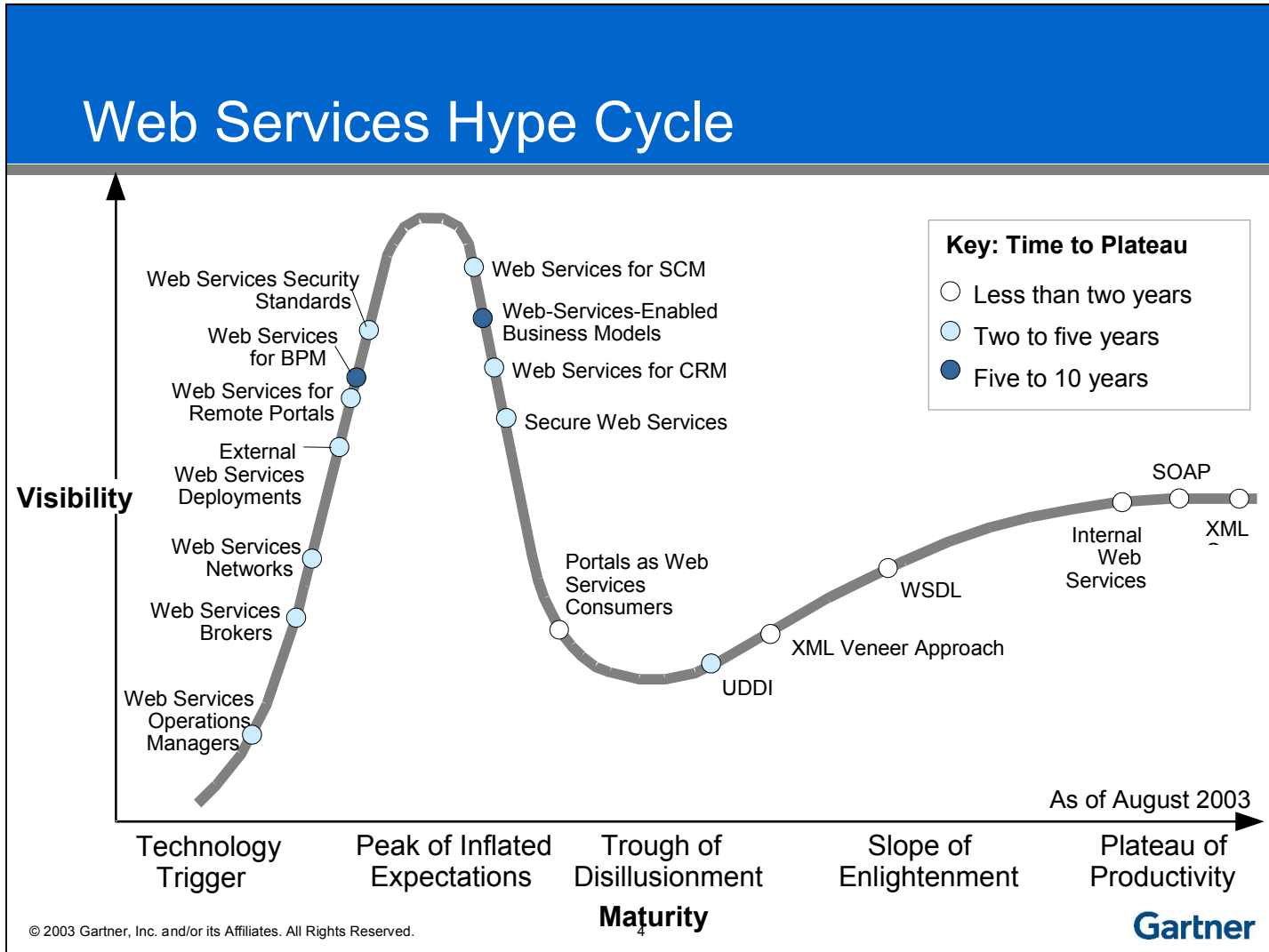
Visibility/Sharing

◆ People do Not Change

◆ Information is Power & Control

- ◆ People will not let you have information if they loose power
 - ◆ So data sharing is a myth
 - ◆ No data, rely on perception
 - ◆ Partial data, rely on perception

History of IT Trends



History of Management Styles

- ◆ Has been
 - ◆ MBWA (walking around)
 - ◆ MBO (objectives)
 - ◆ TQM / 6-Sigma
 - ◆ Downsizing
 - ◆ Right-sizing
 - ◆ Re-engineering
 - ◆ Self-directed workgroups
 - ◆ Total Management
 - ◆ Six Sigma became “sexy” again
- ◆ Now
 - ◆ Product Life-cycle Management

Key Points

- ◆ Different countries have different abilities to participate in e-Commerce
 - ◆ Look-up the Economist.
- ◆ History teaches us...
 - ◆ Hype will happen
 - ◆ Trends will repeat
 - ◆ Making change will be difficult
- ◆ For NEXT WEEK
 - ◆ Assign your group focal.
 - ◆ The Focal is to e-mail me and copy everyone else in the group.
 - ◆ The quicker, the better for you.

Next Week

- ◆ We will cover Architecture
- ◆ Each group receives their Assignment.

The End

