《电子商务案例分析》课程教学大纲（三号黑体）

**一、课程基本信息**

|  |  |  |  |
| --- | --- | --- | --- |
| **英文名称** | E-commerce case study | **课程代码** | ELBU2009 |
| **课程性质** | 专业选修 | **授课对象** | 本科生 |
| **学 分** | 2 | **学 时** | 2 |
| **主讲教师** | 王丹萍 | **修订日期** | 2022.9 |
| **指定教材** | 《电子商务案例分析》，王丹萍，复旦大学出版社，2018 | | |

**二、课程目标**

（一）**总体目标：**

通过电子商务知识与技能、过程与方法、情感态度与价值观的形式反映核心素养观念和内容，不仅关注学生“当下发展”，更关注学生“未来发展”所需要的正确价值观念、必备品格和关键能力。

（二）课程目标：

通过案例分析，帮助学生巩固电子商务的相关基本概念和理论，掌握案例分析的基本方法，并通过课堂讨论和小组作业等方式提高其英语交流能力。

**课程目标1：巩固电子商务的相关基本概念和理论**

1．1 电子商务的相关基本概念

1．2 电子商务的相关基础理论

**课程目标2：掌握案例分析的基本方法**

2．1 SWOT分析法

2．2 比较分析法

**课程目标3：提高其英语交流能力**

3.1 提高英语口头表达能力

3.2 提高英语书面表达能力

（要求参照《普通高等学校本科专业类教学质量国家标准》，对应各类专业认证标准，注意对毕业要求支撑程度强弱的描述，与课程目标对毕业要求的支撑关系表一致）

（三）课程目标与毕业要求、课程内容的对应关系

**表1：课程目标与课程内容、毕业要求的对应关系表**

|  |  |  |  |
| --- | --- | --- | --- |
| **课程目标** | **课程子目标** | **对应课程内容** | **对应毕业要求** |
| 课程目标1 | 1.1 | 电子商务的相关基本概念 |  |
| 1.2 | 电子商务的相关基础理论 |  |
| 课程目标2 | 2.1 | SWOT分析法 |  |
| 2.2 | 比较分析法 |  |
| 课程目标3 | 3.1 | 提高英语口头表达能力 |  |
| 3.2 | 提高英语书面表达能力 |  |

**三、教学内容**

（具体描述各章节教学目标、教学内容等。实验课程可按实验模块描述）

**第一章 Online Retailing - introduction to e-tailing**

## 1.教学目标

* Grasp the concept of e-tailing
* Identify the critical success factors of Amazon
* Analyze the problems with the click-and-mortar model

1. 教学重难点

* Identify the critical success factors of Amazon
* Analyze the problems with the click-and-mortar model

3.教学内容

* introduction to e-tailing
* Amazon: king of E-tailing(1)
* Wal-mart: Retailing Giant moves online
* Cases & Case analysis

4.教学方法：case study

5.教学评价: 98

**第二章 B2B E-commerce - Overview of B2B E-commerce**

## 1.教学目标

* Understand the concept of case and case analysis
* Describe the definitions and major types of B2B models.
* Characterize Alibaba’s B2B business
* Identify what leads to Alibaba’s success
* Understand collaborative commerce (c-commerce) and its benefits.
* Analyze how Target realizes the collaboration with its partners
* Identify the types of case analysis.

## 2.教学重难点

* Identify what leads to Alibaba’s success
* Analyze how Target realizes the collaboration with its partners

## 3.教学内容

* Alibaba.com – B2B from China to The World
* Retailer–Supplier Collaboration: Target Corporation(1)
* Retailer–Supplier Collaboration: Target Corporation(2)
* Types of case analysis
* Team presentation 2

## 4.教学方法：case study

## 5.教学评价: 98

**第三章Emergence of New E-commerce Models - Overview of New E-commerce Models**

## 1.教学目标

* Define O2O and its business models
* Identify the relationships between O2O, B2C and group buying
* Identify the causes of Groupon’s success
* Differentiate the online travel services from the offline travel services
* Explain how Ctrip realize low-cost travel services
* Understand how to prepare for case analysis

## 2.教学重难点

* Identify the relationships between O2O, B2C and group buying
* Identify the causes of Groupon’s success

## 3.教学内容

* Groupon – Integration of Online and Offline (1)
* Groupon – Integration of Online and Offline(2)
* Ctrip – Making Low-Cost Travel Possible(1)
* Ctrip – Making Low-Cost Travel Possible(2)
* Case analysis preparation
* Team presentation 3

## 4.教学方法：case study

## 5.教学评价: 98

1. **Supply Chain & Logistics - Overview of Supply Chain & Logistics**

## 1.教学目标

* Understand the concept of supply chain and logistics
* Identify the how e-commerce influences supply chain and logistics
* Explain the critical success factors of Apple’s SCM
* Analyze the problems with Jingdong’s logistics
* Identify the general methods of case analysis

## 2.教学重难点

* Identify the how e-commerce influences supply chain and logistics
* Explain the critical success factors of Apple’s SCM

## 3.教学内容

* Apple – The Best Supply Chain Management
* Jingdong – Leading Logistics, Winning E-Market(1)
* Jingdong – Leading Logistics, Winning E-Market(2)
* Case analysis method
* Team presentation 4

## 4.教学方法：case study

## 5.教学评价: 98

1. **Personalization - Brief introduction to personalization**

## 1.教学目标

* Define personalization
* Differentiate personalization and customization
* Explain how Lightinthebox realizes personalization
* Analyze Lightinthebox’s personalization with SWOT analysis
* Identify how NIKEiD implements customized services

## 2.教学重难点

* Differentiate personalization and customization
* Explain how Lightinthebox realizes personalization

## 3.教学内容

* Lightinthebox – Personalized Wedding Gown Services From China (1)
* Lightinthebox – Personalized Wedding Gown Services From China (2)
* NIKEiD – Customized Services

## 4.教学方法：case study

## 5.教学评价: 98

1. **Online Advertising - Introduction to Online Advertising**

## 1.教学目标

* Understand online advertising
* Differentiate online advertising and offline advertising
* Grasp SWOT analysis
* Identify the Pros. & Cons. of Micro-blog Advertising
* Identify the Pros. & Cons. of Paid Listing
* Understand Case analysis process

## 2.教学重难点

* Differentiate online advertising and offline advertising
* Grasp SWOT analysis

## 3.教学内容

* SWOT analysis
* Team presentation 5
* Microblog Advertising – Xiaomi’s Miracle
* Paid Listing– Profits Resources of Google(1)
* Paid Listing– Profits Resources of Google(2)
* Case analysis process
* Team presentation 6

## 4.教学方法：case study

## 5.教学评价: 98

**四、学时分配**

**表2：各章节的具体内容和学时分配表**

|  |  |  |
| --- | --- | --- |
| 章节 | 章节内容 | 学时分配 |
| 第一章 | Chapter 1 Online Retailing - introduction to e-tailing | 6 |
| 第二章 | Chapter 2 B2B E-commerce | 6 |
| 第三章 | Chapter 3 Emergence of New E-commerce Models | 6 |
| 第四章 | Chapter 4 Supply Chain & Logistics | 4 |
| 第五章 | Chapter 5 Personalization | 6 |
| 第六章 | Chapter 6 Online Advertising - Introduction to Online Advertising | 6 |

**五、教学进度**

**表3：教学进度表**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 周次 | 日期 | 章节名称 | 内容提要 | 授课时数 | 作业及要求 | 备注 |
| 1-3 |  | Chapter 1 Online Retailing | * Introduction to e-tailing * Case study 1 * Case study 2 * Cases analysis method | 6 | Team presentation: 自选案例，完成一次关于e-tailing的案例分析 |  |
| 4-6 |  | Chapter 2 B2B E-commerce | * Introduction to B2B e-commerce * Case study 1 * Case study 2 * Cases analysis method | 6 | Team presentation: 自选案例，完成一次关于B2B e-commerce的案例分析 |  |
| 7-9 |  | Chapter 3 Emergence of New E-commerce Models | * Introduction to new e-commerce business models * Case study 1 * Case study 2 * Cases analysis method | 6 | Team presentation: 自选案例，完成一次关于new e-commerce business models的案例分析 |  |
| 10-11 |  | Chapter 4 Supply Chain & Logistics | * Introduction to Supply Chain & Logistics * Case study 1 * Case study 2 * Cases analysis method | 4 | Team presentation: 自选案例，完成一次关于Supply Chain & Logistics的案例分析 |  |
| 12-14 |  | Chapter 5 Personalization | * Introduction to Personalization * Case study 1 * Case study 2 * Cases analysis method | 6 | Team presentation: 自选案例，完成一次关于Personalization的案例分析 |  |
| 15-17 |  | Chapter 6 Online Advertising - Introduction to Online Advertising | * Introduction to online advertising * Case study 1 * Case study 2 * Cases analysis method | 6 | Team presentation: 自选案例，完成一次关于online advertising的案例分析 |  |

**六、教材及参考书目**

（电子学术资源、纸质学术资源等，按规范方式列举）

1．《电子商务案例分析》，王丹萍，复旦大学出版社，2018

2．INTRODUCTION TO E-COMMERCE，Efraim Turban，人民大学出版社，2017

**七、教学方法**

（讲授法、讨论法、案例教学法等，按规范方式列举，并进行简要说明）

1．讲授法：主要讲解电子商务的基本概念和理论

2．案例教学法：每一章带领学生采用特定的案例分析方法分析2个案例

**八、考核方式及评定方法**

**（一）课程考核与课程目标的对应关系**

**表4：课程考核与课程目标的对应关系表**

|  |  |  |
| --- | --- | --- |
| **课程目标** | **考核要点** | **考核方式** |
| 课程目标1 | 电子商务的相关基本概念及相关基础理论 | 小组presentation |
| 课程目标2 | 案例分析方法 | 小组presentation |
| 课程目标3 | 英语表达能力 | 课堂讨论 |

**（二）评定方法**

**1．评定方法**

（例：平时成绩：10%，期中考试：30%，期末考试60%，按课程考核实际情况描述）

**2．课程目标的考核占比与达成度分析**

**表5：课程目标的考核占比与达成度分析表**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **考核占比**  **课程目标** | **平时** | **期中** | **期末** | **总评达成度** |
| 课程目标1 | 0.5 | 无期中考试 | 0.5 | （例：课程目标1达成度={0.3ｘ平时目标1成绩+0.2ｘ期中目标1成绩+0.5ｘ期末目标1成绩}/目标1总分。按课程考核实际情况描述） |
| 课程目标2 | 0.5 | 无期中考试 | 0.5 |
| 课程目标3 | 0.5 | 无期中考试 | 0.5 |

**（三）评分标准**

| **课程**  **目标** | **评分标准** | | | | |
| --- | --- | --- | --- | --- | --- |
| **90-100** | **80-89** | **70-79** | **60-69** | **＜60** |
| **优** | **良** | **中** | **合格** | **不合格** |
| **A** | **B** | **C** | **D** | **F** |
| **课程**  **目标1** | 精准掌握电子商务基本概念及理论 | 熟练掌握电子商务基本概念及理论 | 基本掌握电子商务基本概念及理论 | 基本掌握电子商务基本概念及理论 | 没有掌握电子商务基本概念及理论 |
| **课程**  **目标2** | 掌握并能熟练应用案例分析方法进行实际的电子商务案例分析 | 掌握并能较熟练应用案例分析方法进行实际的电子商务案例分析 | 掌握并能应用案例分析方法进行实际的电子商务案例分析 | 基本掌握并能应用案例分析方法进行实际的电子商务案例分析 | 不能应用案例分析方法进行完整的电子商务案例分析 |
| **课程**  **目标3** | 有优秀的英语表达能力 | 有良好的英语表达能力 | 有较好的英语表达能力 | 英语表达能力合格 | 英语表达能力欠佳 |