

School of Management, Fudan University

E-Commerce in China

Course Outline

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Course Information

Course Description:

With the pervasion of Internet, E-commerce has experienced rapid growth globally. China, as the largest developing country and emerging market, has great development in E-commerce. There are many E-commerce companies in China, which represent online business models, e.g. Alibaba, Jingdong, etc. In current enterprise operation and management, managers and business people are increasingly involved into the E-commerce-related decision-making and management. They are required to have certain understanding and knowledge on E-commerce management and operation.

This course aims to introduce E-commerce development in China, which covers the major E-commerce platforms, E-commerce payment, B2B E-commerce, agricultural E-commerce, O2O and cross-border E-commerce. The purpose of the course is to provide students comprehensive E-commerce management knowledge to leverage more business value from the Internet. And this course focuses on the strategic management issues rather than the details of technology. An IT background is not required.

Course Objectives:

After this course, students will:

- 1) Become knowledgeable on E-commerce models and development in China,
- 2) Understand how E-commerce platforms operate and compete in Chinese market,
- 3) Become knowledgeable on the Internet-based payment systems in China,
- 4) Understand the management and operation issues in B2B industrial E-commerce ,
- 5) Understand the management and operation issues in agricultural and rural E-commerce,
- 6) Understand the management and operation issues in O2O E-commerce
- 7) Understand how Chinese companies conduct cross-border E-commerce

Course Materials:

Textbook:

Electronic Commerce: A Perspective from China (2nd edition), Yang Jianzheng (Author), Fei Guoping (Author), Yang Lifan (Author), Ai Weina (Author), Publisher: Lixin Accounting Press, 2017.

Cases & Articles:

1. Alibaba: Launching a Direct Online Retail Model, Ivey, W25215, 2022.
2. Pinduoduo, HBS, 9-620-040, 2019.
3. Shanghai Ganglian E-Commerce Holdings: Exploring a New Data-Centered Business Model, School of Management, Fudan University, FDC-12025-1Y-P-E, 2019.
4. Freshippo: Business Model Evolution in Alibaba's New Retail Platform, Ivey, 9B19M093, 2019.
5. FreshFresh: An Online Fresh Food Supplier as a Lean Startup, The Global Platform of China Cases, ENT-18-514-CE, 2020.
6. Platform Competition in China: Alibaba vs. Tencent, School of Management, Fudan University, FDC-19010-1X-P-E, 2019.
7. Alibaba: Group: Acquiring Lazada to Win the Southeast Asia E-commerce Battle, Ivey, 9818M064, 2018.

Teaching and Learning Activities:

- 1) Lecture
- 2) Case Study
- 3) Project
- 4) Debate

Measurement of Learning Outcomes:

Learning outcome	Teaching and learning activity	Assessment
CLO1	Lecture, case study, project, debate	Class Participation, Group Project
CLO2	Lecture, case study,	Assignment, Group Project
CLO3	Lecture, case study, debate	Assignment, Group Project
CLO4	Lecture, case study	Assignment, Group Project

Process for Assessment

In-class participation (10% Attendance +10% Class Contribution)
<ol style="list-style-type: none">1) Every absence will cause one score deducted2) If you notify the TA in advance, half deduction will apply.3) Active participation in class discussion and questions will be awarded for class contribution
Written assignment (20%)
<ol style="list-style-type: none">1) Students are required to complete two individual written assignments
Group case presentation (20%)
<ol style="list-style-type: none">1) Each group will be assigned one case2) Groups present the case in class, answer questions from instructor and audience
Group project (40%)
<ol style="list-style-type: none">1) Term project will be evaluated by the following criteria:<ul style="list-style-type: none">Is the topic interesting?Do I learn something new from it?Is their analysis valuable to me when I face a similar situation?Am I deeply impressed by their work load to accomplish this job?2) Professor will grade the report

Course Policies

The success of this course depends on your individual and collective contribution to the case analyses and class discussions. Please read the assigned readings and prepare the cases *before* each class.

Academic Dishonesty:

The course will be taught in compliance with School of Management usual academic and professional standards. Students are reminded to demonstrate:

- On-time arrival to classes and presentations, with uninterrupted attendance for the duration.
- Maintenance of a professional atmosphere. This includes, but is not limited to:
 - Using respectful comments and humor
 - Utilizing computers and technology suitably (e.g., silencing wireless devices,

no web-browsing or emailing during classes)

- Refraining from distracting or disrespectful activities (e.g., avoiding side conversations and games)
- Courtesy towards all guests, hosts and participants in the classroom.

Course Schedule

Lecture	Subject	Case Study	Questions
1	E-commerce models <ul style="list-style-type: none"> ▪ B2B ▪ B2C & C2C ▪ E-commerce ecosystem 	Alibaba: Launching a Direct Online Retail Model	<ol style="list-style-type: none"> 1. What's the business model of Alibaba? 2. How Alibaba's ecosystem contribute to success?
2	E-commerce marketplace <ul style="list-style-type: none"> • Network externality • Theory of two-sided market 	Pinduoduo	<ol style="list-style-type: none"> 1. What's the business model of Pinduoduo? 2. Why Pinduoduo is growing fast?
3	E-commerce payment <ul style="list-style-type: none"> • Third party payment • Alipay • Wechat pay 	Platform Competition in China: Alibaba vs. Tencent	<ol style="list-style-type: none"> 1. What's the difference between Alipay and Wechat pay? 2. Why E-payment is critical to E-commerce platform?
4	B2B E-commerce <ul style="list-style-type: none"> • B2B platforms • B2B operation • B2B marketing 	Shanghai Ganglian E-Commerce Holdings	<ol style="list-style-type: none"> 1. What are types of B2B platforms? 2. How enterprise uses B2B platform for E-commerce?
5	Agricultural E-commerce <ul style="list-style-type: none"> • Agricultural E-commerce business models • Supply chain and logistics 	FreshFresh: An Online Fresh Food Supplier as a Lean Startup	<ol style="list-style-type: none"> 1. What are characteristics of agricultural E-commerce? 2. Should E-commerce company use third party logistics or develop own logistics?
6	O2O & New retail <ul style="list-style-type: none"> • O2O models • New retail • Online & offline integration 	Freshippo: Business Model Evolution in Alibaba's New Retail Platform	<ol style="list-style-type: none"> 1. How does O2O E-commerce work? 2. How online and offline integrates in O2O?
7	Cross-border E-commerce <ul style="list-style-type: none"> • Cross-border platforms • Cross-border payment • Cross-border logistics 	Alibaba Group: Acquiring Lazada to Win the Southeast Asia E-commerce Battle	<ol style="list-style-type: none"> 1. How does culture influence cross-border E-commerce? 2. How does payment and logistics work in cross-border E-commerce?