Tsuyama College	Year	2021	Course Title	e-Business

Course Information

Course Code	0143	Course Category	Specialized / Compulsory
Class Format	Lecture	Credits	Academic Credit: 2
Department	Department of Integrated Science and Technology Communication and Informations System Program	Student Grade	5th
Term	Second Semester	Classes per Week	2
Textbook and/or Teaching Materials	Distributed materials. Reference book: 幡鎌　博「eビジネスの教科書（第7版）」（創成社）, 亀井　卓也「5Gビジネス」（日経文庫）		
Instructor	FANG Guanshen		

Course Objectives

Learning purposes : Learning purposes : To learn business strategies and models of e-commerce companies, along with their information-processing techniques.

Course Objectives :
1. Comprehension of business strategies and models.
2.To understand the basis of object-oriented programming language JAVA.
3.To understand information-processing techniques, including Information Retrieval and Information Recommendation.

Rubric

	Excellent	Good	Acceptable	Not acceptable
Achievement 1	The student deeply comprehends and can represent business strategies and models to others, and can propose a new Internet business service.	The student comprehends and can represent existing business strategy and model to others.	The student comprehends and existing business strategy.	Falls short of acceptable.
Achievement 2	The student deeply comprehends and can represent Objective-Oriented programming language to others, and construct information systems by JAVA.	The student deeply comprehends and can represent Objective-Oriented programming language to others.	The student comprehends Objective-Oriented programming language.	Falls short of acceptable.
Achievement 3	The student deeply comprehends and can represent Information Retrieval and Recommendation to others, and can apply these techniques.	The student deeply comprehends and can represent Information Retrieval and Recommendation to others.	The student comprehends Information Retrieval and Recommendation.	Not reach the left.

Assigned Department Objectives

Teaching Method

Outline	General or Specialized : Specialized Required, Elective, etc. : Required subjects Field of learning : Information science, Information Engineering and conern subjects, computer software. Relationship with Educational Objectives :This class is equivalent to "(3) Acquire deep foundation knowledge of the major subject area", "(5) Attain a global perspective and understanding of social development", and "(7) Develop communication and presentation abilities". Relationship with JABEE programs :The main goals of learning / education in this class is "(A) A-2". Course outline : Firstly, students learn the situation of companies that carry out Internet transaction, and the strategy and business models of them. Secondly, students learn programming by Objective-Oriented language, and try to construct information system using it. Additionally, students further learn the techniques of Information Retrieval and Information Recommendation, which are widly used in the field of Internet business. Finally, current techniques such as machine learning are represented in order to spread students' insight.
Style	Course method : Lecture has following three parts, and is represented in English. If necessary, Japanese explanation will be given. Students are seperated into 3 or 4 persons groups, to finish the exercises and representation. 1. Explanation of business strategy and models, Internet transaction will be given at first. After that, students do surveys and representation in groups. 2. Students have to do exercises following explanation of Objective-Oriented programming. In this part, there are both individual and group exercises. 3. Information processing techniques will be explaned first. Students implement and add them into given systems based on their understanding. The system has to be submitted at the end of semester. Grade evaluation method : Mid-term Exams (40%) + reports submission (30%) + representation(20%)+behavior(10%).

Notice	Precautions on the enrollment :Students must take this class (no more than one-third of the required number of class hours missed). Course advice : Prepare of English before class. Take part in your group work, and keep communicating with other members. Foundational subjects : English I, II, and III. Algorithm and data structure. Attendance advice : Not only listen to the explanation, also do the exercises. Also review after lesson is necessary. Since lecture is given in English, be concentrate in class. When you have question, raise your hand immediately.

Characteristics of Class / Division in Learning

☐ Active Learning	☐ Aided by ICT	☐ Applicable to Remote Class	☐ Instructor Professionally Experienced

Course Plan

			Theme	Goals
2nd Semester	3rd Quarter	1st	Guidance.Introduction of content of this lecture, learning method, and usage of computers.	
		2nd	B2C business	Understand the basis and feature of business-to-customer(B2C) business.
		3rd	C2C and B2B business	Understand the basis and feature of customer-to-customer(C2C) and business-to-business(B2B) business.
		4th	Net advertisement and e-marketing	Understand the mechanism of Internet advertisement, and the difference of traditonal marketing and e-marketing.
		5th	Objective-Oriented programming by JAVA(1)	Understand the develop tool and basis of JAVA.
		6th	Objective-Oriented programming by JAVA(2)	Understand the data structure of JAVA.
		7th	Mid-term examination	
		8th	Explanation of mid-term examination.	Unerstand the problems of mid-term examination.
	4th Quarter	9th	System development by JAVA	Understand the programming of HTML, and Servlet, JavaBean of JAVA.
		10th	Information Retrieval(1)	Understand the basis and objective of Information Retrieval.
		11th	Information Retrieval(2)	Understand the process of retrieval of web documents.
		12th	Information Recommendation(1)	Understand the basis and objective of Information Recommendation, understand collaborative filtering method.
		13th	Information Recommendation(2)	Understand the process of content-based method.
		14th	Development of web system	Develop web service system in groups.
		15th	Semester final exam(Representation)	
		16th	Commentary of final representation.	

Evaluation Method and Weight (%)

	Examination	Presentation	Mutual Evaluations between students	Behavior	Portfolio	Other	Total
Subtotal	40	20	0	10	30	0	100
Basic Proficiency	40	20	0	10	30	0	100
Specialized Proficiency	0	0	0	0	0	0	0
Cross Area Proficiency	0	0	0	0	0	0	0