

E-Commerce: Doing Business on the Internet

CPSC 155b, Spring 2001

T, Th: 1-2:15 pm, Room DL220

<http://www.cs.yale.edu/~jf/cs155.html>

Overview

- **Introduction to Electronic Commerce**
- **Emphasis on Internet Business**
- **Underlying technological developments**
- **Business models**
- **Legal, social, and political implications**

Partial Outline

- Network Technology
- Security and Privacy Technology
- Internet Content-Distribution Businesses
- Search and Datamining
- Market Design
- B2C, B2B, C2C

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

Examples of Conflicts

- Privacy vs. efficiency
- Anonymity vs. accountability
- Commerce vs. law enforcement
- Standardization vs. innovation
- Global technology vs. local expectations

Revised Schedule

Jan 23: First HW Assignment Due

Feb 1: Second HW Assignment Due

Feb 8: First Hour Exam

Feb 22: Optional Final Project/Paper Description Due

Mar 1: Third HW Assignment Due

Mar 27: Fourth HW Assignment Due

Apr 3: Second Hour Exam

Apr 19: Final Paper/Project Due

Requirements

- 4 homework assignments (20%)
- 2 hour exams (20% each)
- Final paper or project (40%)
- No final exam
- Required reading:
 - Information Rules, Shapiro and Varian
 - Digital Dilemma, NRC panel
 - A modest number of relevant articles and websites

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Reading Assignment For Jan 11, 2001

Executive Summary and Chapter 1 of
The Digital Dilemma

(http://books.nap.edu/html/digital_dilemma/)

Chapter 1 of Information Rules