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
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
Instructor: Joan Feigenbaum
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    Mon 4:00pm-5:00pm
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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