

ELECTRONIC COMMERCE

Fall 2009

Department of Information Management
National Taiwan University

Ming-Hui Huang, PhD
Professor
E-mail: mhhuang@im.ntu.edu.tw
Class time: Wednesdays 14:20-17:10

Course Schedule

- 9.16 Case Study and Commentary: Open Source: Salvation or Suicide? 2008
- 9.23 Competitive Strategy Case Discussion: YouTube, Google, and the Rise of Internet Video, 2009
- 9.30 Business Model Case Discussion: HP: The Computer is Personal Again, 2009
- 10.7 Pricing Case Discussion: Radiohead: Music at Your Own Price, 2009
- 10.14 Online Retailing Case Discussion: Online Pet Supply Retailing, 2009
- 10.21 Web 2.0 Case Discussion: HubSpot: Inbound Marketing and Web 2.0, 2009
- 10.28 Music Case Discussion: iPod vs. Cell Phone: A Mobile Music Revolution? 2008
- 11.4 Interactive Advertising Case Discussion: henderson bas, 2008
- 11.11 Peer-to-Peer Case Discussion: Zopa: The Power of Peer-to-Peer Lending, 2009
- 11.18 Social Networking Case Discussion: Twitter, 2009
- 11.25 E-Service Case Discussion: Tata Consultancy Services: Globalization of IT Services, 2009
- 12.2 Mobile Case Discussion: Symbian, Google & Apple in the Mobile Space, 2009
- 12.9 Taiwan Case Discussion: ASUSTek Computer Inc. Eee PC, 2009
- 12.16 Outsourcing Case Discussion: Hrad Technika, 2008
- 12.23 Sustainability Case Discussion: SK Telecom, 2009
- 12.30 Globalization Case Discussion: Sanctuary Soft: International Expansion Strategies, 2009
- 1.6 Information Security Case Discussion: Secom, 2008