

## **ISOM 2310 – Fundamentals of E-Commerce: Business, Technology, and the Society**

<b>School:</b>	<b>School of Business and Management</b>
<b>Subject Area:</b>	<b>Information Systems, Business Statistics and Operations Management</b>
<b>Course Credit:</b>	<b>3</b>
<b>Instructor:</b>	<b>TEH Jack Her Hock</b>
<b>Pre-requisite/co-requisite:</b>	<b>Nil</b>

### **Notes:**

- The syllabi provided here is for reference only and may be subject to changes and adjustments as determined by the course instructors.

# ISOM2310 Fundamentals of E-Commerce: Business, Technology, and the Society Summer 2024-25

Instructor: Prof Jack Her Hock TEH ([jteh@ust.hk](mailto:jteh@ust.hk))

## **Course Description**

The Internet has unleashed the greatest revolution in communication since the development of the printing press. It allows people to communicate instantly across great distance, in effect shrinking the world faster and further than ever before. It revolutionizes business practices and inundated its users with a deluge of information.

However, the aforementioned characterization was strikingly similar to what people said about other information technologies such as telephony, film, radio and television in their heyday. Like the Internet, they also have created a world of openness and access to information unprecedented in human history.

By chronicling the turning points of the century's information landscape, this course will offer a parable about how we react to new technologies: For some people, they tap into our reservoir of optimism, while others find in them new ways to connect people, commit crime or make money. The stories of early information technologies can give us fascinating perspective on the challenges, opportunities and pitfalls of the Internet.

Specifically, the course will explore the following topics:

- Sustaining innovation vs. disruptive innovation
- Schumpeter's creative destruction
- The perils of Kronos Effect
- The role of characteristics of the Internet in affecting firm performance
- The business of AI
- The disruptive Fintech technology and cloud computing