

**THE GEORGE WASHINGTON UNIVERSITY**  
Department of Economics

Econ 2199: Economics of E-commerce

Professor Joseph Pelzman

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Summer 2019

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**COURSE DESCRIPTION**

Economics 2199 is a one-semester course on the economics of E-commerce. In this course we explore the on-demand economy. We discuss the various E-commerce business models; discuss the E-commerce infrastructure; discuss the security and payment systems required by E-commerce, discuss various models of marketing and advertising for e-commerce, and review the ethical, social, and political issues in e-commerce, and regulation of E-commerce.

Students are presumed to have successfully completed Principles of Microeconomics and Macroeconomics.

**LEARNING GOALS**

- Students will understand and be able to explain key business concepts and strategies applicable to e-commerce.
- Students will understand and be able to explain E-commerce business models and concepts.
- Students will understand and be able to explain E-commerce infrastructure: the internet, web, and mobile platform.
- Students will understand and be able to explain the concept of an E-commerce presence (e.g.) web sites, mobile sites, and apps.
- Students will understand and be able to explain the concept of E-commerce security and payment systems.
- Students will understand and be able to explain E-commerce marketing and advertising concepts.
- Students will understand and be able to explain ethical, social, and political issues in E-commerce.
- Students will understand and be able to explain social networks, auctions, and portals.

**AVERAGE MINIMUM AMOUNT OF INDEPENDENT, OUT-OF-CLASS, LEARNING EXPECTED PER WEEK:**

We have a 6 -week semester, including exam week, and this is a 3-credit course. According to university policy, over these 6 weeks for our 3-credit hour course you should average a minimum of 5 hours of independent learning per week in addition to the

10.0 hours per week of direct instruction via on-line lectures. The actual amount of studying required depends on many factors including your background preparation, your study skills, and your target grade. Success in this class in particular is highly likely to require substantially more independent learning. More information about GW's credit hour policy can be found in the university bulletin: <http://bulletin.gwu.edu/university-regulations/>.

### **REQUIRED TEXT**

Laudon, Kenneth C., and Traver, Carol Guercio. *E-commerce: Business, Technology and Society*, 14<sup>th</sup> ed., 2017. Pearson Publishing Company. (Hereinafter: Laudon and Traver).

### **GRADING**

All weekly exams and final are given over the weekend - EDT. The weekly tests will become available on Saturday at 9 AM EDT and stay open until 11PM EDT on that Sunday. Each weekly exam will be timed for one hour. Please complete the exam in one sitting. The weekly exams are for May 25, June 1, 8, 15, and June 22.

The final exam will be cumulative and will cover the material for the last week and will last 2 hours. The final exam will become available on Saturday (June 29, 2019) at 9 AM EDT and stay open until 11PM on Sunday (June 30, 2019). Notice that we are one day past the end of the semester.

Please complete all the exams in one sitting.

**ALL EXAMS ARE MULTIPLE CHOICE, FILL INN, DATA MANIPULATIONS AND SHORT ANSWERS.**

There are 40 questions for the hourly exams and 100 questions for the two-hour final exam.

**ALL EXAMS ARE TIMED AND WILL BE AUTOMATICALLY SUBMITTED AFTER ONE HOUR FOR THE WEEKLY TESTS AND AFTER TWO HOURS FOR THE FINAL EXAM. GIVEN THE NATURE OF THIS ON-LINE COURSE THERE ARE NO SPECIAL AND DIFFERENTIAL TREATMENTS AVAILABLE.**

**YOU ARE RESPONSIBLE TO ASSURE ALL THE TECHNICAL SPECIFICATIONS – COMPUTER – INTERNET ARE AVAILABLE AT YOUR LOCATION.**

A student's grade will be based on the following two components:

1. Five weekly exams (50%);

2. A final exam (50%).

### **OFFICE HOURS**

I am available for office hours via Skype by appointment. Please email me first to establish a time window.

### **READINGS**

The readings below are only the required readings from the assigned text.

#### **Week 1 – ending May 26, 2019**

Laudon and Traver: Chapters 1-2;

#### **Week 2 – ending June 2, 2019**

Laudon and Traver: Chapters 3-4;

#### **Week 3 – ending June 9, 2019**

Laudon and Traver: Chapters 5-6;

#### **Week 4 – ending June 16, 2019**

Laudon and Traver: Chapters 7-8;

#### **Week 5 – ending June 23, 2019**

Laudon and Traver: Chapters 9-10.

#### **Week 6 – ending June 29, 2019**

Laudon and Traver: Chapters 11-12.