

GECOMNET
Global M.S. in EC

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Overview

- ▶ Historical Perspective
- ▶ Framework
 - ▼ Common body of knowledge
 - Core courses
 - ▼ Concentrations
 - Business
 - Technology
 - Policy
 - ▼ Internship/Thesis
- ▶ Industrial Advisory Board
- ▶ Collaboration among consortium members
 - ▼ MoU

Historical Perspective

- ▶ UMBC initiative: EC as a discipline --
Spring 1997 (IGEC)
 - ▼ Rutgers University
 - ▼ IBM
- ▶ UMBC, Rutgers, and IBM: Global EC --
Fall 1997
 - ▼ European Commission
- ▶ International Consortium -- 1998

The Gecomnet Consortium

- ▶ The Copenhagen Business School, Denmark
- ▶ Stockholm School of Economics, Stockholm, Sweden
- ▶ Norwegian School of Economics and Business, Norway
- ▶ Rotterdam School of Management, Erasmus University, The Netherlands
- ▶ University of Cologne, Germany
- ▶ GMD-IPSI, Darmstadt, Germany
- ▶ University of Darmstadt, Germany
- ▶ Research Center of Athens, Univ. of Economics & Business, Greece
- ▶ Università Commerciale L. Bocconi, Milan, Italy
- ▶ L'Institute - Institute for Industrial Development Policy, Italy
- ▶ Faculty of Computer Science Dalhousie University, Canada
- ▶ University of Maryland Baltimore County, USA
- ▶ Rutgers University, USA
- ▶ IBM, Canada and USA
- ▶ Georgia State University, USA

Goal:

Develop a model curriculum for an M.S.
Degree in Electronic Commerce

Issue:

Heterogeneity of requirements, interests and
background

Framework

- ▶ The Program should be
 - ▼ Applicable to a wide variety of students
 - working professionals
 - recent graduates
 - graduates of different disciplines
- ▶ Duration -- 18 months (36 credits)
- ▶ Basic Components:
 - ▼ Core (9 credits)
 - ▼ Concentration (15 credits)
 - ▼ Electives (6 credits)
 - ▼ Internship/Thesis (6 credits)

Concentrations - 15 credits

- ▶ Specialization - 3 streams with different schools offering different areas of concentration:
 - ▼ **Technology** - focuses on technical aspects of EC; drawing from the fields of CS, IS, Eng.
 - ▼ **Business** - focuses on the management, and business aspects of EC; drawing from the fields of economics, marketing, accounting
 - ▼ **Policy/Law** - focuses on policy and legal aspects of EC; drawing from the fields of policy science, and law.

CORE COURSES (9 credits)

- ▶ **Electronic Commerce Technology**
 - ▼ Internet, networking technologies, Languages: HTML, CGI, Perl, XML
- ▶ **Electronic Marketing and Business**
- ▶ **Business Law and Policy in Electronic Commerce**

TECHNOLOGY ELECTIVE COURSES

- ▶ 1. Web Development- Java, CGI, XML
- ▶ 2. Telecommunications and Networking for Electronic Commerce
- ▶ 3. Security For Electronic Commerce
- ▶ 4. Electronic Payment Systems
- ▶ 5. Databases, Data-Warehousing, and Data-Mining
- ▶ 6. Workflow Management and Computer-Supported Cooperative Work
- ▶ 7. Multimedia Information Systems
- ▶ 8. Information Retrieval
- ▶ 9. Case Studies in Electronic Commerce

BUSINESS ELECTIVE COURSES

- ▶ 1. Economics and Electronic Commerce
- ▶ 2. Electronic Networks in Corporate Management
- ▶ 3. International Economics in Electronic Commerce
- ▶ 4. Political Institutions and Electronic Commerce
- ▶ 5. Internet Marketing
- ▶ 6. Supply and Chain Management

POLICY ELECTIVE COURSES

- ▶ 1. Competition and Regulatory Policy
- ▶ 2. Innovation Policy
- ▶ 3. Local/National/International Laws and Impact on EC
- ▶ 4. Trust and Legal Frameworks
- ▶ 5. Free Market: Problems and Roles
- ▶ 6. Policies for Creating Networks

Internship

- ▶ 6 Credits of practical training in industrial or government setting.
- ▶ Consortium will create collaboration and DB of available opportunities for students.
 - ▼ E.g., MoU with
 - GSA
 - State of NJ Office of E-governemnt
 - PricewaterhouseCooper
 - MFG Systems Corp

Industrial Advisory Board

- ▶ Representatives of companies and government agencies, to advise the consortium members and help provide internships to students.
- ▶ Members have already been selected and invited to the June 11, 1999 meeting in Copenhagen, including:
 - ▼ IBM, PricewaterhouseCoopers, Concurrent Technologies Corp., MFG Systems Corp.

Collaboration Among Consortium Members

▶ Memorandum of Understanding

- ▼ Participate in EC pilot projects
- ▼ Document case studies of EC projects.
- ▼ Share information resulting from research into EC technologies, methods, commercial products and services
- ▼ Cross teaching and exchange of students and faculty
- ▼ Establish alliances and coordinate EC collaborative activities with industry associations and other EC affinity groups.
- Establish alliances with state, local and international governmental EC activities

Rutgers Initiatives

- ▶ MBA Major in EC
- ▶ EC Certificate