ECWD2021 Outline

September 29, 2021

1. About Assignment 01 – (a) Answers; (b) Spelling check; (c) Many obvious grammatical mistakes.
2. Double check (both spelling and grammar) and rewrite – make them as habits.
3. Overseas brands targeting on similar market segment (family clothing) – G2000 (HK), H&M (Sweden), Old Navy (USA), Uniqlo (Japan), Zara (Spain).
4. Market segment is a key factor which directs the marketing strategy and the operations design on product selling.
5. ECWD Part I lecture – EC firms and tech firms.
6. ECWD Part II lecture – Business process, information systems and business management.
7. ECWD Part III lecture – Review of IST.