ELECTRONIC COMMERCE (EC)

Course Outline for 2016

School of COntinuing and Professional Education (SCOPE)

City University of Hong Kong

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6. ABOUT THIS MODULE

This module will employ a variety of methods (lectures, tutorials and interactive use of the module web) as appropriate. Lecture materials will capture topical issues and best practice case studies. The practical nature of the module is emphasized by the provision of practical tutorial sessions, class exercises/tests and a project/assignment which reflects all the elements of the module. Formative, self-directed exercises will be used to support transfer of knowledge and understanding.

At the end of this module, there will be a final written examination to test and assess overall understanding of students on e-commerce.

* 1. **Aims and Summary**

The overall objective of this module is to increase awareness of students on the overall concept and a broad range of E-Commerce business and technical issues. It also aims to develop practical application skills and business-sense to support E-Commerce activity (including mobile activity) using or applying the latest E-Commerce enabling software.

* 1. **Learning Outcomes**

Upon completion of this module, students should be able to:

|  |  |  |
| --- | --- | --- |
| 1. | Demonstrate systematic knowledge of e-commerce environment from a technological and business view point | Knowledge & Understanding |
| Learning |
| 2. | Explain the difference between Business to Consumer (B to C) and Business to Business (B to B) e-commerce | Analysis |
| 3. | Evaluate emerging technologies related to e-commerce including m-commerce | Learning |
| Reflection |
| 4. | Gain a general understanding and explain the current and future development of security risk, and legislative controls of e-commerce | Knowledge & Understanding |

**2. ASSESSMENT METHODS**

There are two requirements for students to complete this module, namely Class Assignments and Examination. Class Assignments further consists of (a) Lab or Tutorial exercises, and (b) A group project/assignment written report.

Two methods of assessment and their weightings are outlined below:

|  |  |  |
| --- | --- | --- |
| **Method** | **Type** | **Weighting (%)** |
| One | a) Labs & Tutorial Exercises – Deliverable A | 5% |
|  | b) Lab & Tutorial Exercises – Deliverable B | 5% |
|  | c) Deliverable C - Written Assignment/Project Paper (3000 words showing overall understanding of e-commerce theories and applications from both business and technical aspects) | 40% |
| Two | Final Examination (2 hours) | 50% |
| Total | | 100% |

**2.1 Labs and Tutorials**

There will be tentatively four labs/tutorials spread out over the 12-week duration of this module. The purpose is to refresh students’ memory and test their overall understanding of the course contents covered in the previous lectures.

The approach of the labs/tutorials will be group discussions, case studies with presentations or short exercises/tests.

**2.2 Project/Assignment Requirements**

## Students are advised to form into groups of 2 to 3 persons to write a e-business proposal (at least 3000 words) demonstrating their overall understanding of e-commerce from both business and technical perspective. The objective is to provide the opportunity for students to undertake independent research in an area directly related to the course subject matter, apply their understanding of e-commerce concepts, and generate a high quality written report summarizing the results of the paper.

In addition to the final assignment report, each group is also required to do a presentation (no more than 12 slides of PowerPoint) in the classroom to summarize their paper and topic, as if you are seeking investors (e.g. Venture Capitalists) to invest money in your project.

Topic\* of the paper is about creating one e-commerce business proposal project covering at least the following areas:

* A comparative review of current and future trend of e-commerce (including mobile-commerce) business models
* Why do you select this e-commerce (including some market research and comparison of our e-business models) to launch or start-up your business?
* What is your e-commerce strategy?
* What are the business benefits and profits?
* What other competitors in the market and risks impacting your business start-up?
* How to implement your e-commerce business?

As a guide, your final paper is likely to be between 12 - 15 pages in length (excluding any appendices which you may think appropriate) if you use Times New Roman 12pt, 1.5 line spacing, 1" top and bottom margins, and 1.5" left and right margins.

\* The topic described above is tentative and subject to change.

Please note that you are require to submit your softcopy via Canvas before the tutorial on week 12 and the hardcopy need to be handed in to the Tutor before the presentation starts.

**2.3 Final Examination**

It will be a 2-hour written test to assess the overall understanding of students on e-commerce. Tentatively, the test will consist of 2 parts. Part One is compulsory and will have one long question only, Part Two will provide three questions and students will have choice to answer two of them. Students are required to answer these questions in essay form.

### 3. INDICATIVE CONTENTS

The following key areas will be covered by this module:

* Awareness of the technology required for e-business
* Creating an E-Commerce strategy
* Understanding the differences between Business to Consumer(B to C) e-business and Business to Business(B to B) e-business
* E-procurement issues
* Understanding of security methods including payment process, validation and authorization, security
* Analysis of the emerging technologies in all aspects of E-Commerce
* Evaluation of the implications of legislative developments

### 4. LECTURE and TUTORIAL SCHEDULE

|  |  |  |
| --- | --- | --- |
| **Week** | **Contents** | **Text Book** |
| 1(L1) | **Introduction to E-commerce:**   1. Overview of e-commerce 2. E-marketplaces 3. Mechanisms, Tools, Impacts 4. Examples of EC Applications | Chapter 1, 2 |
| 2(L2) | **EC Strategy and Global EC**   1. EC Strategic Planning Process 2. Business Feasibility Study 3. Risks and Challenges 4. SWOT Analysis 5. Implementation Approach | Chapter 11 |
| 3(T1) | **Tutorial and Case Studies** |  |
| 4(L3) | **Internet Consumer Retailing**   1. Products and Services 2. Online Consumer Behavior 3. Market Research 4. Advertisement | Chapter 3, 4 |
| 5(L4) | **Mobile Commerce and Computing**   1. Overview of m-commerce 2. Differences between e and m-commerce | Chapter 8 |
| 6(T2) | **Tutorial and Case Studies** |  |
| 7(L5) | **Business to Business (B2B) E-commerce & Innovative EC Systems**   1. Overview of B2B 2. Innovative EC Systems & Portals 3. Differences to B2C 4. Internet Marketing in B2B EC | Chapter 5, 6 |
| 8(L6) | **Other EC Models and Applications**   1. What is it? 2. Web Environment 3. Social Networks | Chapter 7 |
| 9(T3) | **Tutorial and Case Studies** |  |
| 10(L7) | **EC Support Services**  1 Security and Risks  2 Fraud Protection  3 E-payment Systems | Chapter 9, 10 |
| 11(L8) | **Regulatory and Ethical Issues**   1. Privacy 2. Customer Confidentiality 3. Social Responsibility | Chapter 11 |
| 12(T4) | **Review and Project Due** |  |

**Remarks:**

* The course content provided above is indicative and it is subject to change.
* Students are required to form their own team during lecture 2 and the module leader will assign those who have not formed a team at the end of lecture 2.
* Each assignment project team will have 2 to maximum of 3 students.
* Students are encouraged to contact the module leader in case of any query and suggestions to continue improve this course.
* Regarding the submission of team assignment and email communication, students should quote team number in the subject of email for ease of reference.
* Teams should submit their assignments on or before the deadline.
* According to the rules of the University, any late submission will result in ZERO mark.
* Tutors need to supervise and communicate with their students in accordance with the module timetable.

### 5. BOOKS and REFERENCES

**Module Text Book:**

Introduction to Electronic Commerce, Pearson (Prentice Hall), International Edition, 3rd Edition 2011, Authors: Efraim Turban, David King, Judy Lang

**Reference**

Electronic Commerce 10th Edition, by Gary Schneider