

## Subject Description Form

<b>Subject Code</b>	COMP 5321
<b>Subject Title</b>	Enterprise Web and Internet Computing for Managers
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Pre-requisite/ Exclusion</b>	Prerequisite: Nil Exclusion: COMP5322 Internet Computing and Applications
<b>Objectives</b>	The objectives of this subject are to: <ol style="list-style-type: none"> <li>1. provide a high level, managerial perspective of the evolving landscape of Web and Internet Computing.</li> <li>2. systematically study the fundamental concepts and applications of Web and Internet technologies,</li> <li>3. investigate the increasing impact of Web and Internet technologies on enterprise e-solutions.</li> <li>4. engage the coverage of Enterprise 2.0 concepts with Web 2.0 tools in social and enterprise environments.</li> </ol>
<b>Intended Learning Outcomes</b>	After completing this subject, students should be able to: <ol style="list-style-type: none"> <li>a) demonstrate critical thinking and in-depth understanding of the fundamental specialized knowledge as well as latest advances in state-of-the-art Web and Internet technologies, and apply coherent and advanced knowledge in the development of future enterprise information systems;</li> <li>b) critically review and summarize latest advances in Web and Internet technologies that can be applied to develop creative solutions to address complex issues; and</li> <li>c) show ability to work with an advanced body of technical knowledge for strategic IS deployment decisions.</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b>Web and Internet Fundamentals</b></p> <ul style="list-style-type: none"> <li>• Why use web and internet technology for enterprise IS?</li> <li>• Internet Architecture</li> <li>• Web 1.0</li> <li>• Protocols and Services</li> <li>• Computing model</li> </ul> <p><b>Introduction to Web 2.0</b></p> <ul style="list-style-type: none"> <li>• Web 2.0 vs Web 1.0</li> <li>• Harnessing Web 2.0 for Enterprise</li> <li>• Challenges and Opportunities</li> <li>• Web computing thru' Rich Internet Applications (RIA)</li> <li>• Collaborative contents and computing</li> </ul> <p><b>Social Networking and Mobility</b></p> <ul style="list-style-type: none"> <li>• Business value of social networks</li> <li>• Case study on successful social network sites</li> <li>• Mobile social networking</li> <li>• On-the-move enterprise computing</li> <li>• Standard and Interface</li> <li>• Security and Privacy</li> </ul>

	<p><b>Internet Groupware Processing</b></p> <ul style="list-style-type: none"> <li>• Benefits of groupware for enterprise IS</li> <li>• What is groupware?</li> <li>• Enterprise workflow</li> <li>• Groupware market overview</li> </ul> <p><b>Cloud Computing</b></p> <ul style="list-style-type: none"> <li>• Business value of cloud computing</li> <li>• Case study</li> <li>• Challenges and opportunities</li> </ul> <p><b>Intranet Administration and Management</b></p> <ul style="list-style-type: none"> <li>• The need for efficient administration</li> <li>• Organizing Hierarchy</li> <li>• Access Control</li> <li>• Administration Tools</li> </ul>																							
<p><b>Teaching/Learning Methodology</b></p>	<p>There will be a mix of lectures, discussions and case study analysis. Recent articles in the area of web and internet computing strategies will also be reviewed and discussed in lectures. To incorporate practical aspect to this subject, students will be given the opportunity to apply study materials and concepts taught in the class to their organization environment in the form of case study and report.</p>																							
<p><b>Assessment Methods in Alignment with Intended Learning Outcomes</b></p>	<table border="1"> <thead> <tr> <th rowspan="2">Specific Assessment Methods/Tasks</th> <th rowspan="2">% weighting</th> <th colspan="3">Intended subject learning outcomes to be assessed</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> </tr> </thead> <tbody> <tr> <td>Assignments, Tests &amp; Projects</td> <td>55</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Final Examination</td> <td>45</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Specific Assessment Methods/Tasks	% weighting	Intended subject learning outcomes to be assessed			a	b	c	Assignments, Tests & Projects	55	✓	✓	✓	Final Examination	45	✓	✓	✓	Total	100			
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<p><b>Reading list and references</b></p>	<p>(1) Gary B. Shelly and Mark Frydenberg, “Web 2.0 Concepts and Applications”, Course Technology, 2010.  (2) Krishna Sankar and Susan A. Bouchard, “Enterprise Web 2.0 Fundamentals”, Cisco Press, 2009.  (3) Amy Shuen, "<i>Web 2.0: A Strategy Guide: Business thinking and strategies behind successful Web 2.0 implementations</i>", O'Reilly, 2008</p>																							