

Subject Description Form

Subject Code	COMP2121
Subject Title	E-Business
Credit Value	3
Level	2
Pre-requisite / Co-requisite / Exclusion	
Objectives	<p>The objectives of this subject are to:</p> <ol style="list-style-type: none"> 1. introduce the fundamental concepts in the use and application of telecommunications, systems and technology in the e-business environment; 2. introduce new opportunities and expectations created through the use of e-Business processes enabled by integrating information systems, telecommunications and internet-based technologies; and 3. provide hands-on training for designing e-business applications and web sites using the market software packages, web authoring and development tools.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p><u>Professional/academic knowledge and skills</u></p> <ol style="list-style-type: none"> (a) understand what an e-Business system is, what the components are, and how e-Business systems interact with and support all aspects of organisational activities; (b) know how to apply the functions of the various types of hardware, software, telecommunications, security and their uses to enable and support integrated, e-Business processes in any organisation; (c) understand the strategies and approaches for the e-business processes engineering; (d) understand the basic methods and procedures involved in planning and controlling the development and modification of an e-Business system in an organisation; (e) understand how to evaluate e-business applications; <p><u>Attributes for all-roundedness</u></p> <ol style="list-style-type: none"> (f) learn how information systems interface with the organisation, how an organisation can gain a sustainable competitive advantage through the applications of e-Business systems, and the challenges and barriers of e-business application development through case studies and group discussion; and

	(g) contribute to group work in problem solving skill, team working skills, technical report writing and presentation skill through e-business application design group project.	
Subject Synopsis/ Indicative Syllabus	<table border="1"> <tr> <td data-bbox="384 277 1468 342">Topic</td> </tr> </table>	Topic
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	<table border="1"> <tr> <td data-bbox="384 353 1468 577"> <p>1. Overview of E-Business</p> <p>E-commerce vs e-business; internet, intranet and extranet; e-business models; the core business area in organisations; foundation of information systems in business; the intranetworked and internetworked E-business enterprise; industrial applications of e-business system.</p> </td> </tr> </table>	<p>1. Overview of E-Business</p> <p>E-commerce vs e-business; internet, intranet and extranet; e-business models; the core business area in organisations; foundation of information systems in business; the intranetworked and internetworked E-business enterprise; industrial applications of e-business system.</p>
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Teaching/ Learning Methodology	<p>This subject emphasises the technical/practical aspects of e-business and the weekly lectures include case studies and example problems.</p> <p>The regular lab sessions will be used to deliver lab tutorials, case studies, and programming practices.</p> <p>Measurements will be done by class exercises, quizzes, assignments. Feedback will be provided on quizzes/assignments/tests to improve learning and performance.</p>																																																										
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="384 465 1465 1003"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="7">Intended subject learning outcomes to be assessed</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th>f</th> <th>g</th> </tr> </thead> <tbody> <tr> <td>In-class Assessment</td> <td rowspan="2">30%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Assignments / Tutor Exercises / Mid-term Quizzes</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Examination</td> <td>70%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The in-class assessment will help to assess students understanding of the concepts, problem solving skills and competence in developing software solutions to the e-business problems. The tutor exercises of the assessment are intended to impart hands on experience in task management, working in team spirit and sharing the responsibilities.</p> <p>The assessment in the final examination is intended to assess the critical thinking, problem solving, introductory knowledge and application skills to elementary e-business problems. This assessment will also help to ascertain the knowledge gained from the various course components during this course.</p>								Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed							a	b	c	d	e	f	g	In-class Assessment	30%								Assignments / Tutor Exercises / Mid-term Quizzes	✓	✓	✓	✓	✓	✓	✓	Examination	70%	✓	✓	✓	✓	✓			Total	100%							
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**Reading List
and References**

Reference Books:

1. Chaffey D., Hemphill T. and Edmundson-Bird D., *Digital Business and E-commerce Management*, Pearson UK, 2019.
2. Laudon, K. C. and Traver, C. G., *E-Commerce Business, Commerce, and Society*, 4th Edition, Prentice Hall, 2010.
3. O'Brien, Marakas, *Introduction to Information Systems*, 14th Edition, McGraw-Hill, 2008.
4. Turban, E., King, D., Liang, T. P. and Turban, D., *Electronic Commerce: A Managerial Perspective 2010*, 6th Edition, Prentice Hall, 2009.
5. Bhasker, B., *Electronic commerce: framework, technologies and applications*, 3rd Edition, McGraw Hill, 2009.
6. Osterwalder, A., and Pigneur, Y. (2010) "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" Hoboken NJ: John Wiley & Sons.