

## Subject Description Form

<b>Subject Code</b>	COMP2121
<b>Subject Title</b>	E-Business
<b>Credit Value</b>	3
<b>Level</b>	2
<b>Pre-requisite / Co-requisite / Exclusion</b>	
<b>Objectives</b>	<p>The objectives of this subject are to:</p> <ol style="list-style-type: none"> <li>1. introduce the fundamental concepts in the use and application of telecommunications, systems and technology in the e-business environment;</li> <li>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</li> <li>3. provide hands-on training for designing e-business applications and web sites using the market software packages, web authoring and development tools.</li> </ol>
<b>Intended Learning Outcomes</b>	<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"> <li>(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;</li> <li>(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;</li> <li>(c) understand the strategies and approaches for the e-business processes engineering;</li> <li>(d) understand the basic methods and procedures involved in planning and controlling the development and modification of an e-Business system in an organisation;</li> <li>(e) understand how to evaluate e-business applications;</li> </ol> <p><u>Attributes for all-roundedness</u></p> <ol style="list-style-type: none"> <li>(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</li> </ol>

	(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.	
<b>Subject Synopsis/ Indicative Syllabus</b>	<table border="1"> <tr> <td data-bbox="384 277 1469 342"><b>Topic</b></td> </tr> </table>	<b>Topic</b>
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	<table border="1"> <tr> <td data-bbox="384 342 1469 577"> <p><b>1. Overview of E-Business</b></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><b>1. Overview of E-Business</b></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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<b>Teaching/ Learning Methodology</b>	<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 and lab quizzes, three assignments. Feedback will be provided on quizzes/assignments/tests to improve learning and performance.</p>																																																																																										
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1" data-bbox="384 465 1463 1205"> <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><b>Continuous Assessment</b></td> <td rowspan="6" style="text-align: center;"><b>60%</b></td> <td colspan="7"></td> </tr> <tr> <td>1. Assignments</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td style="text-align: center;">✓</td> <td></td> <td style="text-align: center;">✓</td> </tr> <tr> <td>2. Lab Exercises</td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td style="text-align: center;">✓</td> <td></td> <td></td> </tr> <tr> <td>3. Quizzes</td> <td style="text-align: center;">✓</td> <td></td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td></td> <td style="text-align: center;">✓</td> <td></td> </tr> <tr> <td>4. Project</td> <td></td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> </tr> <tr> <td>5. Mid-Term</td> <td style="text-align: center;">✓</td> <td></td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Examination</b></td> <td style="text-align: center;"><b>40%</b></td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: center;"><b>100%</b></td> <td colspan="7"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The continuous 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 project component of the assessment is intended to impart hands on experience in project 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	<b>Continuous Assessment</b>	<b>60%</b>								1. Assignments	✓	✓			✓		✓	2. Lab Exercises	✓				✓			3. Quizzes	✓		✓	✓		✓		4. Project		✓	✓	✓	✓	✓	✓	5. Mid-Term	✓		✓	✓				<b>Examination</b>	<b>40%</b>	✓	✓	✓	✓				<b>Total</b>	<b>100%</b>							
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<b>Student Study Effort Expected</b>	Class contact:	
	▪ Lecture	26 Hrs.
	▪ Tutorial/Lab/Case Study	13 Hrs.
	Other student study effort:	
	▪ Regular Reading and Assignment Efforts	80 Hrs.
	Total student study effort	119 Hrs.
<b>Reading List and References</b>	<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Chaffey, D., <i>E-Business and E-Commerce Management</i>, 4<sup>th</sup> Edition, Prentice Hall, 2009.</li> <li>2. Laudon, K. C. and Traver, C. G., <i>E-Commerce Business, Commerce, and Society</i>, 4<sup>th</sup> Edition, Prentice Hall, 2010.</li> <li>3. O'Brien, Marakas, <i>Introduction to Information Systems</i>, 14<sup>th</sup> Edition, McGraw-Hill, 2008.</li> <li>4. Turban, E., King, D., Liang, T. P. and Turban, D., <i>Electronic Commerce: A Managerial Perspective 2010</i>, 6<sup>th</sup> Edition, Prentice Hall, 2009.</li> <li>5. Bhasker, B., <i>Electronic commerce: framework, technologies and applications</i>, 3<sup>rd</sup> Edition, McGraw Hill, 2009.</li> </ol>	