

Subject Code	MM544
Subject Title	E-Commerce
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	The central goal of this course is to develop an integrative knowledge of the digital economy. It focuses on the information superhighway as the technological enabler that has dramatically changed the way in which companies orchestrate their value creation. This course, with a strategic perspective in mind, looks into the knowledge-enabled enterprises and the influence of electronic commerce in shaping the rules of modern business environments. From a managerial point of view, the course will delineate the skills and knowledge required in the digital world. Finally, this course also offers a technology perspective that touches upon the underlying IT mechanisms for electronic commerce.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: - comprehend the underlying economic mechanisms and driving forces of E-Commerce; - understand the critical building blocks of E-Commerce and different types of prevailing business models employed by leading industrial leaders; - appraise the opportunities and potential to apply and synthesize a variety of E-Commerce concepts and solutions to create business value for organizations, customers, and business partners; - formulate E-Commerce strategies that lever firms' core competencies, facilitate organizational transformation, and foster innovation; - undertake planning, organizing, and implementing of E-Commerce initiatives to effectively respond to of dynamic market environments, understand cloud computing and acquire skills related to data science.
Subject Synopsis/ Indicative Syllabus[#]	• Introduction of e-Commerce • E-commerce Framework • B2C, B2B, C2C, • E-commerce Supply Chain Management • Payment System, Internet Banking and Supporting Systems • Mobile Commerce • Social Media and e-Commerce • Shared Economy • Cloud Computing and Data Science • Legal, ethical and societal issues of e-Commerce <i>[#]The above syllabus may be modified and updated by each subject lecturer without prior notice.</i>
Teaching/Learning Methodology	The course will use a variety of methods as its pedagogy to help students achieve the above learning outcomes. Each class will roughly take the following format: - General announcement and an opportunity for students to ask question to address any unfinished thoughts from the previous class; - Overview of the current class agenda and its relationships to past discussion; - Extended period of students- or instructor-lead discussion of the key issues in the

	assigned case or readings. Collaborative learning strategies (learning via discussion in a small group) may be employed during part of this time.						
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a.	b.	c.	d.	e.
	Continuous Assessment*	100%					
	1. Attendance and class participation	20%	✓	✓	✓	✓	✓
	2. Individual assignment	30%	✓	✓	✓	✓	✓
	3. Group project report	30%	✓	✓	✓	✓	✓
	4. Group project presentation	20%	✓	✓	✓	✓	✓
	Total	100 %					
<i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i>							
To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.							
To pass this subject, students are required to obtain Grade D or above in the overall subject grade.							
Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject to have a balanced learning experience.							
Feedback is given to students immediately following the presentations and all students are invited to join this discussion.							
Student Study Effort Expected	Class contact:						
	▪ Lectures		39 Hrs.				
	Other student study effort:						
	▪ Preparation for lectures		39 Hrs.				
	▪ Preparation for assignment / group project and presentation / examination		57 Hrs.				
	Total student study effort		135 Hrs.				
Reading List and References	<u>Textbook</u>						
	Gary P. Schneider, 2017. <i>Electronic Commerce</i> , 12 th Edition, Cengage Learning US						
	Laudon, K. C. and Traver, C. G. <i>E-Commerce 2021: Business, Technology, Society</i> , 2021, 16 th edition						
	<u>References</u>						

	Phillips, J. 2016. <i>Ecommerce Analytics: Analyze and Improve the Impact of Your Digital Strategy</i>. FT Press. Angwin, J. 2014. <i>Dragnet Nation: A Quest for Privacy, Security, and Freedom in a World of Relentless Surveillance</i>. Times Books. Liebana-Cabanillas, 2014. <i>Electronic Payment Systems for Competitive Advantage in E-Commerce</i>. Business Science Reference Schmidt E, and Cohen, J 2014. <i>The New Digital Age: Transforming Nations, Businesses, and Our Lives</i>. Vintage Stone, B. 2014. <i>The Everything Store: Jeff Bezos and the Age of Amazon</i>. Random House Swilley, E, 2014. <i>Mobile Commerce: How It Contrasts, Challenges and Enhances Electronic Commerce</i> Recent articles from Journal of Management Information Systems, Harvard Business Review, Internet Research, MIS Quarterly, Marketing Intelligence and Planning, Decision Support Systems, MIT Sloan Management Review, California Management Review, MISQ Executive, Academy of Management Perspectives, Long Range Planning, Gartner Research, Forrester Research, McKinsey Quarterly, and others.
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