

Subject Description Form

| | | |
|--|---|--|
| Subject Code | COMP 2121 | |
| Subject Title | E-Business | |
| Credit Value | 3 | |
| Level | 2 | |
| Pre-requisite / Co-requisite/ Exclusion | | |
| Objectives | <ul style="list-style-type: none"> • To introduce the fundamental concepts in the use and application of telecommunications, systems and technology in the e-business environment, • To introduce new opportunities and expectations created through the use of e-Business processes enabled by integrating information systems, telecommunications and internet-based technologies, • To 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> <p>(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;</p> <p>(b) 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;</p> <p>(c) understand the strategies and approaches for the e-business processes engineering;</p> <p>(d) understand the basic methods and procedures involved in planning and controlling the development and modification of an e-Business system in an organisation;</p> <p>(e) possess the ability to design e-business applications.</p> <p><u>Attributes for all-roundedness</u></p> <p>(f) improve their critical thinking skills and analytical skills in terms of 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;</p> <p>(g) enhance their problem solving skill, team working skills, technical report writing and presentation skill through e-business application design group project.</p> | |
| Subject Synopsis/ Indicative Syllabus | Topic | |
| | 1. Overview of e-business E-commerce vs e-business; internet, intranet and extranet; e-business models; the core business area in organizations; foundation of information systems in business; the intranet and internet networked E-business enterprise; industrial applications | |

| | <p>of e-business system.</p> <p>2. Software solution for e-business Languages for the web; searching mechanisms; software agents; multimedia and webcasting on the web; decision making; packaged solutions for e-business; data integration with XML.</p> <p>3. The social infrastructure for e-business E-business planning; e-business strategy; e-business management; e-business development; e-business evaluation.</p> <p>4. The technical infrastructure for e-business Access devices and channels; electronic delivery of goods and services; the web; front-end and backend computing infrastructure; communication protocols; network and data security; authentication; encryption; digital payments, and digital money.</p> <p>5. E-business system design E-business system design; web pages design; web database design; systems integration.</p> <p>6. E-business environments The economic environment; the social environment; the political environment; the ethical environment for e-business.</p> <p>Laboratory:</p> <table border="1" data-bbox="462 913 1253 1045"> <tr> <td style="text-align: center;">Topic</td> </tr> <tr> <td>1. Overview of market e-business software packages. 2. E-business system and webpage design</td> </tr> </table> <p>Case Study:</p> <table border="1" data-bbox="462 1155 1253 1348"> <tr> <td style="text-align: center;">Topic</td> </tr> <tr> <td>1. Case study of e-business process engineering. 2. Case study of e-business application development. 3. Case study of global e-business and total integrated e-business solution.</td> </tr> </table> | Topic | 1. Overview of market e-business software packages. 2. E-business system and webpage design | Topic | 1. Case study of e-business process engineering. 2. Case study of e-business application development. 3. Case study of global e-business and total integrated e-business solution. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---|-----------------------------------|--|--|--|---|---|---|--|--|---|---|---|---|---|---|---|----------------|--|---|---|--|--|---|--|---|------------------|--|---|--|--|--|---|--|--|--|
| Topic | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Overview of market e-business software packages. 2. E-business system and webpage design | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Topic | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Case study of e-business process engineering. 2. Case study of e-business application development. 3. Case study of global e-business and total integrated e-business solution. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Teaching/Learning Methodology</p> | <p>This subject emphasizes 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> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Assessment Methods in Alignment with Intended Learning Outcomes</p> | <table border="1" data-bbox="462 1642 1416 1927"> <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 (Please tick as appropriate)</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>1. Assignments</td> <td></td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>2. Lab exercises</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> </tr> </tbody> </table> | Specific assessment methods/tasks | % weighting | Intended subject learning outcomes to be assessed (Please tick as appropriate) | | | | | | | a | b | c | d | e | f | g | 1. Assignments | | ✓ | ✓ | | | ✓ | | ✓ | 2. Lab exercises | | ✓ | | | | ✓ | | | |
| Specific assessment methods/tasks | % weighting | | | Intended subject learning outcomes to be assessed (Please tick as appropriate) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | a | b | c | d | e | f | g | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Assignments | | ✓ | ✓ | | | ✓ | | ✓ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2. Lab exercises | | ✓ | | | | ✓ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | | | | | | | | | |
|--------------------------------------|--|--|----------|---|---|---|---|---|---|
| | 3. Quizzes | 60% | ✓ | | ✓ | ✓ | | ✓ | |
| | 5. Project | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | 5. Mid-term | | ✓ | | ✓ | ✓ | | | |
| | 6. Examination | 40% | ✓ | ✓ | ✓ | ✓ | | | |
| | Total | 100 % | | | | | | | |
| | <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> | | | | | | | | |
| Student Study Effort Expected | Class contact: | | | | | | | | |
| | ▪ | Lecture | 26 Hrs. | | | | | | |
| | ▪ | Tutorial/Laboratory/Case study | 13 Hrs. | | | | | | |
| | Other student study effort: | | | | | | | | |
| | ▪ | Regular reading and assignment efforts | 80 Hrs. | | | | | | |
| | Total student study effort | | 119 Hrs. | | | | | | |
| Reading List and References | 1. D. Chaffey, <i>E-Business and E-Commerce Management</i> , Prentice Hall, 4 th Edition, 2009. | | | | | | | | |
| | 2. K. C. Laudon and C. G. Traver, <i>E-Commerce Business, Commerce, and Society</i> , Prentice Hall, Fourth Edition, 2010. | | | | | | | | |
| | 3. O'Brien, Marakas, <i>Introduction to Information Systems</i> , 14 th Ed., McGraw-Hill, 2008. | | | | | | | | |
| | 4. E. Turban, D. King, T. P. Liang, D. Turban, <i>Electronic Commerce: A Managerial Perspective 2010</i> , 6/E, Prentice Hall, Dec. 2009. | | | | | | | | |
| | 5. B. Bhasker, <i>Electronic commerce: framework, technologies and applications</i> , McGraw Hill, 3 rd Edition, 2009. | | | | | | | | |