

Subject Description Form

Subject Code	COMP321
Subject Title	Introduction to E-Business
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	Pre-requisite: COMP201 Co-requisite/Exclusion: Nil
Objectives	<ul style="list-style-type: none"> • To introduce the fundamental concepts of the use and application of telecommunications, systems and technology in the e-business environment. • To introduce the changes in organisational opportunities and expectations created through the use of e-Business processes enabled by integrating information systems, telecommunications and internet-based technologies. • To provide training on developing the 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><i>Professional/academic knowledge and skills</i></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) implement the e-business applications.</p> <p><i>Attributes for all-roundedness</i></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 development group</p>

project.

Alignment of Programme Outcomes:

Programme Outcome 1: The subject contributes to having students practice their presentation and report writing skills through assignments, projects and case studies.

Programme Outcome 4: This subject contributes to developing student critical thinking through case studies. They will also practice more in written assignments, and projects

Programme Outcome 5: This subject contributes to problem solving with programming skills through lab exercise and project with proper design and implementation.

Programme Outcome 6: This subject contributes to developing student understanding on the impact of IT and their advancement on industries.

Programme Outcome 7: This subject contributes to team work through group-based project for students to practice team spirit.

Programme Outcome 8: This subject contributes to providing student with basic concepts and techniques for building and managing systems from the business perspective. Students also get hands-on practice through lab exercise, assignments and project.

Subject Synopsis/ Indicative Syllabus	Topic	Duration of Lectures
	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 intranetworked and internetworked E-business enterprise; industrial applications of e-business system.	5
	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.	5
	3. The social infrastructure for e-business E-business planning; e-business strategy; e-business management; e-business development; e-business evaluation.	5
	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.	5
	5. E-business system design and development E-business system design; web pages design; web database design; client-side and server-side programming; systems integration.	12.5

6. E-business environments The economic environment; the social environment; the political environment; the ethical environment for e-business.	2.5
Total	35

Laboratory Experiment:

Topic	Duration of Laboratory
1. Overview of market e-business software packages.	2
2. E-business systems programming.	3
3. Data integration programming.	3
Total	8

Case Study:

Topic	Duration of Tutorial
1. Case study of e-business processing engineering.	2
2. Case study of e-business application development.	2
3. Case study of global e-business and total integrated e-business solution.	2
Total	6

Teaching/Learning Methodology

Weekly lectures include case studies and example problems.

Regular lab/tutorial sessions include lab tutorials, case studies and programming practices.

Measurements will be done by class and lab quizzes, four assignments. Feedback will be provided on quizzes/assignments/tests to improve learning and performance.

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	f	g
1. Assignments	60%	✓	✓			✓		✓
2. Lab exercises		✓				✓		
3. Quizzes		✓		✓	✓		✓	
5. Project			✓			✓	✓	✓
5. Mid-term		✓		✓	✓			
6. Examination	40%	✓		✓	✓			
Total	100 %							

Explanation of the appropriateness of the assessment methods in assessing the intended

	<p>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 Required	Class contact:	
	<ul style="list-style-type: none"> ▪ Lecture 	35 Hrs.
	<ul style="list-style-type: none"> ▪ Laboratory 	8 Hrs.
	<ul style="list-style-type: none"> ▪ Tutorial 	6 Hrs.
	Other student study effort:	
	<ul style="list-style-type: none"> ▪ Regular reading and assignment efforts 	70 Hrs.
	Total student study effort	119 Hrs.
Reading List and References	<p>Textbook:</p> <ol style="list-style-type: none"> 1. D. Chaffey, <i>E-Business and E-Commerce Management</i>, Prentice Hall, 4th Edition, 2009. <p>Reference Books:</p> <ol style="list-style-type: none"> 1. K. C. Laudon and C. G. Traver, <i>E-Commerce Business, Commerce, and Society</i>, Prentice Hall, Fourth Edition, 2010. 2. O'Brien, Marakas, <i>Introduction to Information Systems</i>, 14th Ed., McGraw-Hill, 2008. 3. E. Turban, D. King, T. P. Liang, D. Turban, <i>Electronic Commerce: A Managerial Perspective 2010</i>, 6/E, Prentice Hall, Dec. 2009. 4. B. Canzer, <i>E-Business: strategic thinking and practice</i>, 2nd Edition, Cengage Learning, 2006. 5. Paul Beynon-Davies, <i>E-Business</i>, 1st Edition, Palgrave Macmillan, 2004. 6. Abhijit Chaudhury, Jean-Pierre Kuilboer, <i>E-business and e-commerce infrastructure: technologies supporting the e-business initiative</i>, 1st Edition, McGraw-Hill, 2002. 7. Ravi Kalakota, Marcia Robinson, <i>E-Business 2.0: roadmap for success</i>, 2nd Edition, Addison-Wesley, 2001. 8. B. Bhasker, <i>Electronic commerce: framework, technologies and applications</i>, McGraw Hill, 3rd Edition, 2009. 	