

## Subject Description Form

<b>Subject Code</b>	COMP 5136
<b>Subject Title</b>	B2B & B2C E-Commerce and Management
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Pre-requisite/Exclusion</b>	Nil
<b>Objectives</b>	<p>The growth of the Internet continues to have a tremendous impact on commerce. Companies and organizations of all types and sizes are rethinking their strategies of running business in the digital era. This course challenges students to explore the realities and implications of e-commerce using different lens including the perspectives of an owner, a collaborator, and a consumer. Business-to-consumer (B2C) and business-to-business (B2B) e-commerce markets are the focus of examination. This course describes the most common electronic commerce applications and issues of complementation, aiming to:</p> <ol style="list-style-type: none"> <li>1. introduce the theories and concepts underlying B2B and B2C e-commerce;</li> <li>2. describe the managerial and necessary infrastructure, technologies, and functional elements for B2B and B2C e-commerce; and</li> <li>3. examine the contemporary issues related to B2B and B2C e-commerce.</li> </ol>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a) describe the most common B2B and B2C applications;</li> <li>b) appreciate the effects of infrastructures and technologies on enabling e-commerce;</li> <li>c) evaluate business strategies and initiatives regarding e-commerce and the integration of e-commerce into organizations;</li> <li>d) apply the e-commerce theory and concepts to implement e-commerce in the real world;</li> <li>e) identify the contemporary e-commerce issues and provide recommendations; and</li> <li>f) exercise good communication and interpersonal skills in proposing and presenting appropriate e-commerce management framework.</li> </ol>

<b>Subject Synopsis/ Indicative Syllabus</b>	<ul style="list-style-type: none"> <li>• <b>E-Commerce in general:</b> Overview of e-commerce; system model and infrastructure; types of EC systems Legal, ethical, and compliance issues in e-commerce Case studies</li> <li>• <b>Customer-focused EC:</b> Web technologies for customer-focused e-commerce Security technologies for customer-focused e-commerce Payment technologies for customer-focused e-commerce E-brokers; e-marketing; e-services; e-auction</li> <li>• <b>Business-focused EC:</b> Introduction to B2B EC Impact of B2B EC to contemporary business activities Key technologies for business focused EC systems Applications of business focused EC such as eSCM, e-Logistics and e-Procurement Virtual marketplace (VMP) such as supplier-oriented VMP and buyer-oriented VMP</li> </ul>																																											
<b>Teaching/Learning Methodology</b>	39 hours of Class activities including - lecture, tutorial, lab, workshop seminar where applicable																																											
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2" style="width: 35%;">Specific Assessment Methods/Tasks</th> <th rowspan="2" style="width: 15%;">% weighting</th> <th colspan="6" style="width: 50%;">Intended subject learning outcomes to be assessed</th> </tr> <tr> <th style="width: 5%;">a</th> <th style="width: 5%;">b</th> <th style="width: 5%;">c</th> <th style="width: 5%;">d</th> <th style="width: 5%;">e</th> <th style="width: 5%;">f</th> </tr> </thead> <tbody> <tr> <td>Assignments, Tests &amp; Projects</td> <td style="text-align: center;">55</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>Final Examination</td> <td style="text-align: center;">45</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> </tr> <tr> <td><b>Total</b></td> <td style="text-align: center;"><b>100</b></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						a	b	c	d	e	f	Assignments, Tests & Projects	55	✓	✓	✓	✓	✓	✓	Final Examination	45	✓	✓	✓	✓			<b>Total</b>	<b>100</b>						
Specific Assessment Methods/Tasks	% weighting	Intended subject learning outcomes to be assessed																																										
		a	b	c	d	e	f																																					
Assignments, Tests & Projects	55	✓	✓	✓	✓	✓	✓																																					
Final Examination	45	✓	✓	✓	✓																																							
<b>Total</b>	<b>100</b>																																											
<b>Student study effort expected</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="6"><b>Class Contact:</b></td> </tr> <tr> <td colspan="5">Class activities (lecture, tutorial, lab)</td> <td style="text-align: center;">39 hours</td> </tr> <tr> <td colspan="6"><b>Other student study effort:</b></td> </tr> <tr> <td colspan="5">Assignments, Quizzes, Projects, Exams</td> <td style="text-align: center;">65 hours</td> </tr> <tr> <td colspan="5"><b>Total student study effort</b></td> <td style="text-align: center;"><b>104 hours</b></td> </tr> </table>						<b>Class Contact:</b>						Class activities (lecture, tutorial, lab)					39 hours	<b>Other student study effort:</b>						Assignments, Quizzes, Projects, Exams					65 hours	<b>Total student study effort</b>					<b>104 hours</b>								
<b>Class Contact:</b>																																												
Class activities (lecture, tutorial, lab)					39 hours																																							
<b>Other student study effort:</b>																																												
Assignments, Quizzes, Projects, Exams					65 hours																																							
<b>Total student study effort</b>					<b>104 hours</b>																																							
<b>Reading list and references</b>	<ol style="list-style-type: none"> <li>(1) Turban, E., Lee, J.K., King, D., McKay, J., and Marshall, P., 2008, Electronic Commerce: Managerial Perspective, 5th Edition, Prentice Hall.</li> <li>(2) Laudon, K. C. and Traver, C.G., 2013, E-Commerce: Business, Technology, Society, 9th Edition, Prentice Hall.</li> <li>(3) Schneider, G., 2008, Electronic Commerce, 8th Edition, Course Technology.</li> <li>(4) The International Journal of Electronic Commerce (the leading refereed quarterly devoted to advancing the understanding and practice of electronic commerce), Publisher: M.E. Sharpe, Inc.</li> <li>(5) Communications of the ACM (the leading publication for the computing and information technology fields), Publisher:</li> </ol>																																											

	ACM.
--	------