

COMP 321: Introduction to E-Business

Ajay Kumar

Department of Computing

The Hong Kong Polytechnic University

COMP 321

➤ Lecture Schedule:

- Wednesday (PQ 306, 14:30-17:00 Hrs)

➤ Lab Schedule:

- Mon: 12:30 - 13:30 → Group 1
- Mon: 13:30 - 14:30 → Group 2
- Thu: 12:30 - 13:30 → Group 3

➤ Course Website:

<http://www.comp.polyu.edu.hk/~csajaykr/teaching/COMP321/>

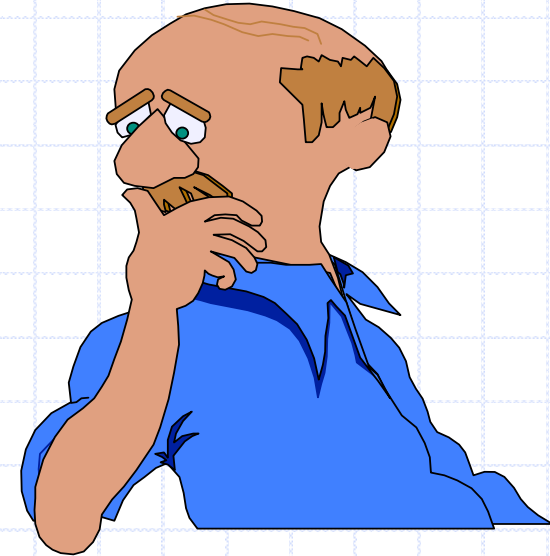
- Lecture materials
- Assignments, Solutions
- Online References, Articles, and Links

➤ Tutor:

- Mandel, Chan Wai Man
- Email: csmandel@comp.polyu.edu.hk

About Me?

- Research
 - Computer Vision, Pattern Recognition
 - Biometrics, Industrial Inspection
- Department of Computing
- Office: PQ 835
- Email: csajaykr@comp.polyu.edu.hk
- Consultation hours: Tuesday, 14:00 to 16:00 Hrs
(appointment via email)



Course Webpage

COMP 321 - Introduction to E-Business - Windows Internet Explorer

http://www4.comp.polyu.edu.hk/~csajaykr/teaching/COMP321/index.htm

Live Search

Favorites | Body Temperature Regula... | New Tab | EC plans biometric border... | Conference on ethics, bio... | Get More Add-ons

COMP 321 - Introduction to E-Business

- Continuous Assessments: 60%
- Final Exam Assessment: 40%

Resources:

- [E-Business and E-Commerce - DaveChaffey.com](#)
- [E-Commerce 2010: Business, Technology, Society - Laudon and Traver](#)
- SQL for Web Nerds, by Philip Greenspun, <http://philip.greenspun.com/sql/>
- Java Technology: java.sun.com
- WWW Technology: www.w3c.org

PHP

- [What is PHP? - Manual](#)
- [What can PHP do? - Manual](#)
- [PHP crypt](#)
- [PHP md5](#)
- [PHP sha1](#)
- [PHP Performance Tips: Let's make the web faster - Google code - Eric Higgins \(2010\)](#)

Teaching Assistant:

- TBA
- TBA

Useful Links:

- [Case Study: Business Strategy and Technology at Google](#)
- [GoogleTV: Coming Soon - TV meets web!](#)
- [How to Create Successful E-Commerce Website \(YouTube\)](#)

Last updated: Wednesday, 01 September 2010 11:09:01 TST (Ajay Kumar)

Internet | Protected Mode: On | 100%

7 Wind... | 6 Micr... | 6 Micro... | 9 Wind... | 7 Intern... | 9 Adob... | Novell Gr... | Links >> EN << | 12:02 PM

Course Outline

➤ Objectives

- 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 organizational 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* on developing the e-business applications and web sites using the market software packages, web authoring and development tools.

➤ Textbook

- D. Chaffey, E-Business and E-Commerce Management, Prentice Hall, Fourth Edition, 2009.
- K. C. Laudon and C. G. Traver, E-Commerce Business, Commerce, and Society, Prentice Hall, Fourth Edition, 2010.

Course Materials

➤ Lecture Materials

- Copies of slides provided weekly on [WebCT](#)
- Slides are only an aide memory,
- Attend Lectures
 - ◆ Lectures give you detailed point-wise meaning
 - ◆ Slides may change
- Roughly follow recommended textbook
- Only selected subset of chapters
- Enriched with materials from further sources (Books/Journals/Articles)

➤ Teaching Format

- Lectures
- Discussions
- Case Analyses
- Presentations on specific topics

WebCT

The screenshot shows a Windows Internet Explorer browser window. The address bar displays the URL: http://webct2.polyu.edu.hk/SCRIPT/COMP321_20101_A/scripts/serve_home. The browser's title bar reads "(COMP321_20101_A) Introduction to E-business - Learning System 4.1.7 - Windows Internet Explorer".

The page content includes a navigation menu with the following items: myBlackboard, Resume Course, Course Map, Check Browser, Log Out, and Help. Below this is a "Control Panel" section with tabs for "View" and "Designer Options". The main content area is titled "1st Sem. (10/11): (COMP321_20101_A) Introduction to E-business" and shows a breadcrumb trail: Homepage > Course Content > Content Module.

A "Course Menu" is visible on the left side, listing various navigation options such as Homepage, Course Content, Syllabus, Calendar, Content Module, Glossary, Search, Compile, Communication, Mail, Discussions, Chat, Whiteboard, Study Tools, Homepages, Presentations, My Progress, Evaluation Tools, Assignments, Self Test, My Grades, and Quiz.

The main content area displays a "Table of Contents" with the following item:

- 1. Course Outline

The Windows taskbar at the bottom shows the system tray with the time 12:24 PM and various icons for network, volume, and other services. The taskbar also displays several open applications, including multiple instances of Windows Explorer, Microsoft Office Word, and Adobe Reader.

COMP 321 Fall10

COMP 321

- What do I learn in this course?
 - Become better informed users, customers and/or professionals in the application and use of e-business systems
 - How to use information systems to
 - ◆ Create new products & services
 - ◆ Promote competitive advantage
 - Hands on experience (tutorials, assignments) in the design of e- business systems and shopping cart
 - Key issues and challenges
 - ◆ E-Security in business transactions
 - ◆ Ethical and social impact
 - Deepen critical-thinking, Problem-solving for e-business

COMP 321

➤ Why E-Business is Critical?

■ Global Challenges

- ◆ More than 50% Intel revenues from overseas sales
- ◆ More than 80% toys sold in US are made in China while 90% of PCs sold in China use Intel's or AMD's chips
- ◆ 60 million bank online everyday
- ◆ 55 million read blogs everyday

E-Business → Operating and Transaction costs ↓

■ Improved Decision Making

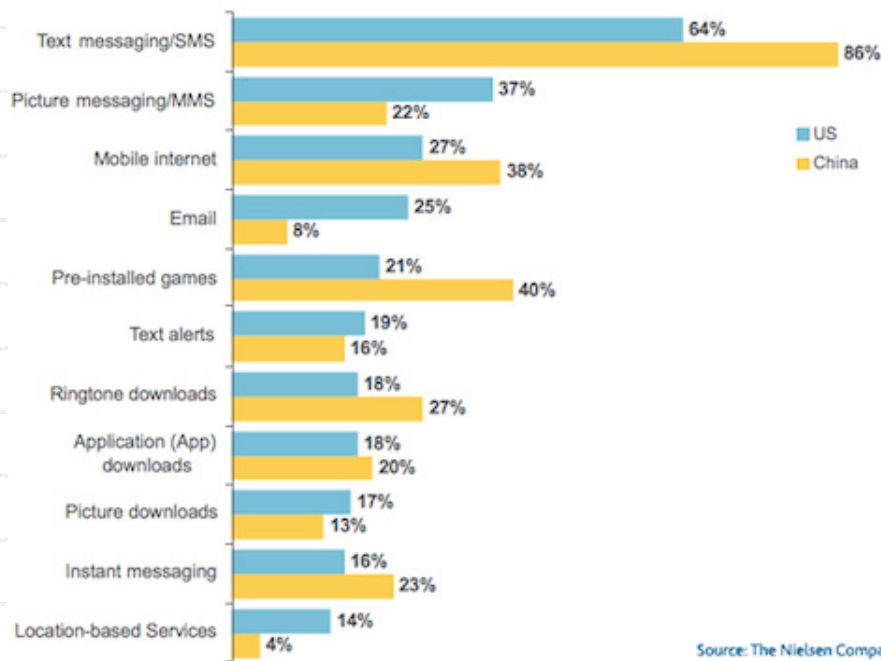
■ Competitive Advantage, Survival



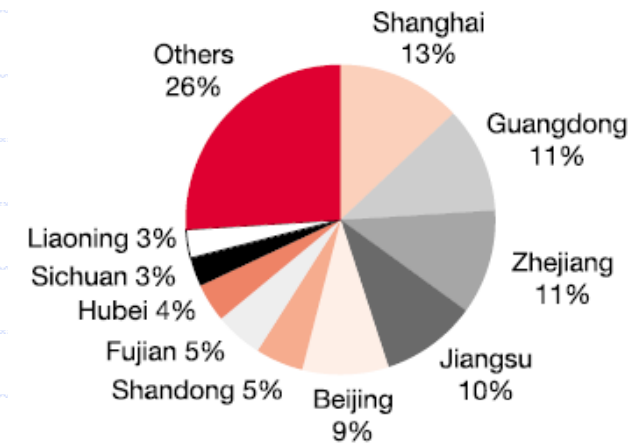
COMP 321

Why E-Business is Critical?

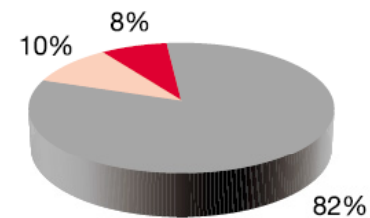
Mobile Media Usage in the Past 30 Days
Q1 2010 – US vs. China



Source: The Nielsen Company



B2C Market in China



■ Taobao (淘寶網) ■ Paipai (拍拍網) ■ Eachnet (易趣網)

Course Content

- **Overview of e-business** {~ 2 weeks}
 - 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 intra networked and internetworked e-business enterprise; industrial applications of e-business system
- **Software solutions for e-business** {~ 2 weeks}
 - 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
- **The social infrastructure for e-business** {~ 2 weeks}
 - E-business planning; e-business strategy; e-business management; e-business development; e-business evaluation
- **The technical infrastructure for e-business** {~ 3 weeks}
 - Overview 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
- **E-business system design and development** {~ 3 weeks}
 - E-business system design; web pages design; web database design; client-side and server-side programming; systems integration
- **E-business environments** {~ 2 weeks}
 - The economic environment; the social environment; the political environment; the ethical environment for e-business

Teaching Format

- Lecture slides and handouts
 - Supplement the slides, Illustrative examples
- Lectures
 - Come regularly
 - It is your responsibility to catch up your missed lectures with your friends
- Lab-Tutorials
 - Important tutorials to supplement the lectures
 - Step-by-step guide to creating business applications
- Assignments
 - Rigorous problems to consolidate your knowledge

Lab-Tutorial Schedule

➤ Tentative Lab-Tutorial Schedule

Week	Tutorials (Number)	Assignments
2	Class Tutorial/ Microsoft Access	
3	HTML (1)	Assignment # 1
4-5	Javascript (2)	Assignment # 2
6-7, 9-10	PHP Programming (4)	Assignment # 3
8	Class Tutorial	Group Project,
11-12	MYSQL Database (2)	
13	Shopping Cart* (1)	Group Project Presentation

* Using PHP & MYSQL

Assessment

➤ Continuous Assessment → 60

- Assignments # 1 → 5
- Assignments # 2 → 5
- Assignments # 3 → 10
- 6 Class/Lab Quizzes (MC) → 15
- Group Project (4-5 Students) → 15
- Mid Term Test → 10

➤ Examination → 40

- No make up examination will be given
- Will cover materials in assigned readings
- Materials included in the lecture, closed-note and closed-book

Ground Rules

- In this class **teachers & students**
 - Turn the mobile phones in silent mode
 - Arrive on time
 - Ask when we don't understand
 - Listen, one person talks at a time (monitor each other)

- In this class **teachers**
 - Finish on time
 - Respond to emails within 24/48 hours (via webCT)
 - Mark work within 2 weeks

- In this class **students**
 - Hand work in on time, Ask for any help they need
 - May study together but graded assignments must be their own work, Participate in activities, do not play games on mobile/pc
 - Respect the rights of others
 - If feel discomfort/tired, leave class silently

Thou Shall Not Cheat

- Do not cheat
- I encourage you to discuss your assignments with your friends
 - Put everything in your own words
- But no copying
 - It is NOT a shame of not knowing how to do
 - Copying causes damage to your integrity and respect
 - Copying is stealing intellectual property
 - Tutors with advanced software will catch cheaters
- What if you are caught copying?
 - Both the copier and the originator get 0
 - 2nd time: Both get 0 *and* one full downgrade
 - Caught 3rd time: FAIL