

Subject Description Form

Subject Code	COMP2121
Subject Title	E-Business
Credit Value	3
Level	2
Pre-requisite / Co-requisite / Exclusion	
Objectives	<p>The objectives of this subject are to:</p> <ul style="list-style-type: none"> • introduce the fundamental concepts in the use and application of telecommunications, systems and technology in the e-business environment; • introduce new opportunities and expectations created through the use of e-Business processes enabled by integrating information systems, telecommunications and internet-based technologies; and • 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; and</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; and</p>

	(g) enhance their problem solving skill, team working skills, technical report writing and presentation skill through e-business application design group project.	
Subject Synopsis/ Indicative Syllabus	<table border="1"> <tr> <td data-bbox="384 277 1468 342">Topic</td> </tr> </table>	Topic
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	<table border="1"> <tr> <td data-bbox="384 353 1468 577"> <p>1. Overview of E-Business</p> <p>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.</p> </td> </tr> </table>	<p>1. Overview of E-Business</p> <p>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.</p>
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Teaching/ Learning Methodology	<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>																																																																																										
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="384 450 1463 1227"> <thead> <tr> <th data-bbox="384 450 708 622" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="708 450 863 622" rowspan="2">% weighting</th> <th colspan="7" data-bbox="863 450 1463 555">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="863 555 951 622">a</th> <th data-bbox="951 555 1034 622">b</th> <th data-bbox="1034 555 1121 622">c</th> <th data-bbox="1121 555 1204 622">d</th> <th data-bbox="1204 555 1287 622">e</th> <th data-bbox="1287 555 1375 622">f</th> <th data-bbox="1375 555 1463 622">g</th> </tr> </thead> <tbody> <tr> <td data-bbox="384 622 708 734">Continuous Assessment</td> <td data-bbox="708 622 863 1153" rowspan="5" style="text-align: center;">60%</td> <td data-bbox="863 622 951 734"></td> <td data-bbox="951 622 1034 734"></td> <td data-bbox="1034 622 1121 734"></td> <td data-bbox="1121 622 1204 734"></td> <td data-bbox="1204 622 1287 734"></td> <td data-bbox="1287 622 1375 734"></td> <td data-bbox="1375 622 1463 734"></td> </tr> <tr> <td data-bbox="384 734 708 801">1. 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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 data-bbox="384 1561 1479 1711">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>								Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)							a	b	c	d	e	f	g	Continuous Assessment	60%								1. Assignments	✓	✓			✓		✓	2. Lab Exercises	✓				✓			3. Quizzes	✓		✓	✓		✓		4. Project		✓	✓	✓	✓	✓	✓	5. Mid-Term	✓		✓	✓				Examination	40%	✓	✓	✓	✓				Total	100%							
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Student Study Effort Expected	Class contact:	
	▪ Lecture	26 Hrs.
	▪ Tutorial/Lab/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	Reference Books: <ol style="list-style-type: none"> 1. Chaffey, D., <i>E-Business and E-Commerce Management</i>, 4th Edition, Prentice Hall, 2009. 2. Laudon, K. C. and Traver, C. G., <i>E-Commerce Business, Commerce, and Society</i>, 4th Edition, Prentice Hall, 2010. 3. O'Brien, Marakas, <i>Introduction to Information Systems</i>, 14th Edition, McGraw-Hill, 2008. 4. Turban, E., King, D., Liang, T. P. and Turban, D., <i>Electronic Commerce: A Managerial Perspective 2010</i>, 6th Edition, Prentice Hall, 2009. 5. Bhasker, B., <i>Electronic commerce: framework, technologies and applications</i>, 3rd Edition, McGraw Hill, 2009. 	