COURSE DESCRIPTIONS 科目簡介

COURSES FOR 4-YEAR UNDERGRADUATE PROGRAMMES

ISM3353   Electronic Commerce (3 credits)
(Prerequisite: BUS2206 Information Systems Management)
This course encapsulates the general knowledge of BUS2206 and extends it with deeper depth in the specific arena of Electronic Commerce (EC).   This course aims to cover the essentials of EC. This includes the impact of EC toward the supply chain, enterprise resources planning and customer/supplier relation management. The major emphasis is on web-based business models, revenue models and its managerial issues.   Students would be given hands on experience on developing simple web sites of their designs, using web development software such as Front Page or others, to reinforce their theoretical concepts learnt. The teaching and learning approach also include discussion on real world cases studies, evaluation of actual operational e-Commerce web sites, relevant e-Commerce academic papers studies and group projects, so as to foster students understanding on the theoretical concepts that are being practically applied in real world.