

Course Title	:	Introduction to e-Business
Course Code	:	CDS3007
Recommended Study Year	:	3
No. of Credits/Term	:	3
Mode of Tuition	:	Sectional approach
Class Contact Hours	:	3 hours per week
Category in Major Prog.	:	Required
Prerequisite(s)	:	Nil
Co-requisite	:	Nil
Exclusion	:	Nil
Exemption Requirement	:	Nil

Brief Course Description:

Electronic Business (e-Business) is aimed at enhancing the competitiveness of an organization by adopting innovative information and communications technology throughout an organization and beyond, through links to partners and customers. Managers and decision makers need to know not only how to use the new techniques to automate existing business processes, but also how to redesign and transform processes taking advantage of e-Business. The course introduces the fundamentals and infrastructure of e-Business to familiarize students with related new technology development. It also discusses how e-Business differs from traditional business in terms of business processes and activities, and how we can set business strategies with e-Business. How to implement e-Business in the current business environment will also be discussed. The tentative topics include but are not limited to the introductory-level knowledge of Internet business models, e-commerce infrastructure, e-procurement, and e-marketing.

Aims:

Students are expected to understand recent developments in e-Business and be able to employ e-Business strategically to enhance business processes. Students will learn how to apply skills and knowledge in planning and designing a business-to-business (B2B) or business-to-consumer (B2C) e-Business. The emphasis is on business models, strategies, and website design.

Learning Outcomes (LOs):

Upon completion, students should be able to:

1. Recognize and describe the concepts of e-Business models, e-revenue models, global e-marketplaces, e-marketing, mobile commerce (m-commerce), and e-security.
2. Explain the key characteristics of the e-Business environment.
3. Recognize and critically discuss the ethical and social issues in online and e-Business.
4. Design e-Business applications to handle the general operations and management of an online business.

Indicative Contents:

Introduction to e-Business

Techniques, infrastructure, latest technology of e-Business, e-Business and e-revenue models

E-Marketplaces

Types of e-marketplaces, e-market success factors, unique features of e-marketplaces, and economic impacts of e-marketplaces.

B2C e-Business

Electronic retailing (e-tailing), its characteristics, primary e-tailing models, several online services, the decision-making process of consumers purchasing online, personalization, e-loyalty, e-trust, consumer market research, Internet marketing and advertising in B2C.

B2B e-Business

Major B2B models and their characteristics, sell-side/buy-side marketplaces, procurement models, infrastructure and standards requirements for B2B; major revenue models, e-supply chain management and other main issues of B2B exchange.

Other e-Business models and applications

Initiatives of government-to-citizens (G2C), to government-to-businesses (G2B), and consumer-to-consumer (C2C) activities; m-commerce and its relationship to e-Business, fundamental drivers of m-commerce, and its application in business activities.

E-Business support services

Various types of e-auctions (forward and reverse e-auctions), their benefits and limitations, the services that support e-auctions; online payment processes, parties involved, and their impacts; their order fulfilment process and support services, major problems involved and existing solutions.

E-Business strategy and implementation

The strategy planning process, impacts of e-Business on strategy planning, strategy implementation and assessment; costs/benefits analysis; measuring and justifying e-Business investments, economic principles of e-Business; requirements and process of initiating an online business; legal, ethical and social impacts of e-Business.

E-Business design tools

Teaching Method:

We aim to equip our students with a solid and comprehensive background on e-Business. Hence, the instructor will deliver the above topics thoroughly. Students will be asked to participate in class discussions to demonstrate good understanding of course contents. To further deepen learning, students will be asked to work in groups on one case study, which will require them to analyze how e-Business has helped organizations to excel in a competitive business environment. Hands-on practice of e-Business design tools will be conducted in laboratories. To enable the students to implement the knowledge, students will work on one group project to design some real e-Business applications using the e-Business design tools introduced in the laboratories.

Assessment:

Class Participation	10%
Assignments and Case Study	25%
Group Project	25%
Examination	40%
Total	100%

Measurement of Learning Outcomes:

	Class Participation	Assignments and Case Study	Group Project	Examination
Recognize and describe the concepts of e-Business models, e-revenue models, global e-marketplaces, e-marketing, m-commerce, and e-security	x	x		x
Explain the key characteristics of the e-Business environment	x	x	x	x
Recognize and critically discuss the ethical and social issues in online and e-Business				x
Design e-Business applications to handle the general operations and management of an online business		x	x	

1. There are a number of classroom activities to evaluate if the students can recognize the basic concepts and explain the key characteristics of e-Business environment (LO1, LO2).
2. Assignments and the case study require students to demonstrate their understanding of the basic concepts and the key characteristics of e-Business environment (LO1, LO2). In some assignments, students are required to design simple e-Business applications using e-Business design tools (LO4).
3. The group project requires students to demonstrate their understanding of key characteristics of e-Business environment (LO2). Students are required to design e-Business applications (LO4).
4. The examination can evaluate if the students can recognize and explain the basic concepts, the key characteristics, and the ethical and social issues of e-Business (LO1-3).

Required/Essential Readings:

1. Chaffey, Dave, *Digital Business and E-Commerce Management: Strategy, Implementation and Practice*, 6th Edition, Pearson, 2014.

Recommended/Supplementary Readings:

1. Laudon, Ken and Traver, Carol Guercio, *E-Commerce 2016, 12th Edition*, Pearson, 2016.
2. Schneider, Gary, *Electronic Commerce, 12th Edition*, Course Technology, 2016.
3. Strauss, Judy and Frost, Raymond D., *E-Marketing, 7th Edition*, Routledge, 2013.
4. Turban, E., Outland, J., King, D., Lee, J. K., Liang, T. P., and Turban, D. C., *Electronic Commerce 2018: A Managerial and Social Networks Perspective, 9th Edition*, Sprinder, 2018.

Important Notes:

- (1) Students are expected to spend a total of 9 hours (i.e., 3 hours of class contact and 6 hours of personal study) per week to achieve the course learning outcomes.
- (2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit writing assignment(s) using Turnitin.
- (4) To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.

Rubric for Final Examination of CDS3007 – Introduction to e-Business

(Passing mark = 4)

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
Extent of knowledge acquired	Student demonstrates a clear understanding of most parts of the subject knowledge	Student demonstrates a reasonable understanding of major parts of the subject knowledge	Student demonstrates limited understanding of some parts of the subject knowledge
Skilfulness/ Competence/ Correctness	Student demonstrates a high level of skilfulness/ competence in his/her work with mostly correct results	Student demonstrates a reasonable level of skilfulness/ competence in his/her work with reasonably correct results	Student does not demonstrate a reasonable level of skilfulness/ competence in his/her work with questionable results
Presentation	Content of submission/ presentation is well formatted with a clearly readable layout and very few grammatical/ formatting mistakes	Content of submission/ presentation is properly formatted with a reasonable layout and no more than a few grammatical/ formatting mistakes	Content of submission/ presentation is not properly formatted and/or there are more than a few grammatical/ formatting mistakes

Rubric for Case Study of CDS3007 – Introduction to e-Business

(Passing mark = 4)

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
Identify different e-Business models	Student can correctly identify most e-Business models. Explanations have been given and most of them are correct.	Student can correctly identify many e-Business models. Explanations have been given but some of them are incorrect.	Student can correctly identify very few e-Business models. Explanations have not been provided or the explanations are basically incorrect.
Explain different e-revenue models	Student can correctly explain most e-revenue models. Explanations have been given and most of them are correct.	Student can correctly explain many e-revenue models. Explanations have been given but some of them are incorrect.	Student can correctly explain very few e-revenue models. Explanations have not been provided or the explanations are basically incorrect.
Recognize and describe the concepts of global e-marketplaces, e-marketing, m-commerce, and e-security	Student can correctly recognize and describe most concepts. Explanations have been given and most of them are correct.	Student can correctly recognize and describe many concepts. Explanations have been given but some of them are incorrect.	Student can correctly recognize and describe very few concepts. Explanations have not been provided or the explanations are basically incorrect.
Explain the key characteristics of the e-Business environment	The key characteristics can be elaborated and explained correctly and clearly.	The key characteristics can be described and explained. But some descriptions and explanations are imprecise and have some mistakes.	The key characteristics cannot be described nor explained, or the descriptions and explanations are basically incorrect.

Rubric for Assignments of CDS3007 – Introduction to e-Business

(Passing mark = 4)

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
Identify different e-Business models	Student can correctly identify most e-Business models. Explanations have been given and most of them are correct.	Student can correctly identify many e-Business models. Explanations have been given but some of them are incorrect.	Student can correctly identify very few e-Business models. Explanations have not been provided or the explanations are basically incorrect.
Explain different e-revenue models	Student can correctly explain most e-revenue models. Explanations have been given and most of them are correct.	Student can correctly explain many e-revenue models. Explanations have been given but some of them are incorrect.	Student can correctly explain very few e-revenue models. Explanations have not been provided or the explanations are basically incorrect.
Recognize and describe the concepts of global e-marketplace, e-marketing, m-commerce, and e-security	Student can correctly recognize and describe most concepts. Explanations have been given and most of them are correct.	Student can correctly recognize and describe many concepts. Explanations have been given but some of them are incorrect.	Student can correctly recognize and describe very few concepts. Explanations have not been provided or the explanations are basically incorrect.
Explain the key characteristics of e-Business environment	The key characteristics can be elaborated and explained correctly and clearly.	The key characteristics can be described and explained. But the descriptions and explanation are imprecise and have some mistakes.	The key characteristics cannot be described nor explained, or the descriptions and explanations are basically incorrect.
Design e-Business applications to handle the general operations and management of	The design is completely appropriate. The e-Business applications are able to handle all general operations and the management of the given online business.	The design can be created but there are some minor issues. Consequently, the e-Business application cannot handle all general operations and the	The design cannot be created, or the submitted design has many major issues. Thus, the e-Business applications cannot handle many general operations and

an online business		management of the given online business.	the management of the given online business.

Rubric for Project Presentation of CDS3007 – Introduction to e-Business

(Passing mark = 4)

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
Appropriate time allocation and pace.	Allocate time appropriately, and manage time effectively, with smooth progression. Appropriate pace. Start presentation punctually.	Marginally long or marginally short but uses time reasonably effectively. Reasonable pace. Start presentation punctually.	Significantly too short or too long and does not use time effectively. Pace is significantly too fast or too slow. Don't start presentation punctually.
Clear, logically organized and relevant content.	Information included is always relevant. Clearly stated and developed points. Material flows extremely well and is well-organized. No ambiguities are left unexplained.	Information included is generally relevant. Key points are relatively clear. Most information is presented in logical order; sufficiently well-organized with satisfactory flow. Some ambiguities are left unexplained.	Much of the information included is not relevant and even key points are not clear. Presentation is choppy or disjointed, does not flow well, and has no apparent logical order.
Effective use of presentation tools.	Balanced and proper use of presentation tools with little or no distraction (e.g., appropriate animation/pictures, appropriate information on each slide, good color combination, clear titles, etc.)	Generally good use of presentation tools. Some distractions but they are not overwhelming (e.g., reasonable animation/pictures, fair information on each slide, fair color combination, fair titles, etc.)	Poor use of presentation tools and/or many distractions (e.g., too much animation/pictures, too much information on a slide, poor color combination, absence of titles, etc.)
Uses good body language, eye contact, appropriate voice tone.	Show poise and composure; make good eye contact with audience; balanced posture; show enthusiasm and confidence; use voice tone effectively.	Fairly poised and composed; make fairly good eye contact with audience; balanced posture; show some enthusiasm and confidence; use voice tone relatively effectively.	Little poise and composure; make little or no eye contact with audience; poor posture; show little or no enthusiasm and confidence; use voice tone ineffectively or too monotone.
Gains/holds attention	Provide good motivation to engage the audience's interest. Present the	Provide reasonable motivation to engage the audience's interest.	Provide insufficient motivation to engage the audience's interest. Dull

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
	content in a manner that captivates the audience's attention.	Audience is reasonably engaged but there are instances where the presentation is otherwise dull.	presentation of content that does not engage the audience.
Uses instructor defined role appropriate dress	Professionally dressed as expected by the instructor.	Minor deviations from instructor's expectations.	Do not dress in a manner expected by the instructor.
Clarity of speech/Accuracy of grammar & pronunciation	Voice is consistently comprehensible; grammar and pronunciation are accurate.	Voice is generally comprehensible; grammar and pronunciation are adequate but with some mistakes.	Voice is incomprehensible on several occasions; many mistakes in terms of grammar and pronunciation.

Rubric for Group Project of CDS3007 – Introduction to e-Business

(Passing mark = 4)

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
Problem definition	Clearly state the problem, list out related constraints, critically analyse the problem, and be able to formulate alternative designs.	The problem is stated but related constraints, critical analysis, and alternative designs are not considered thoroughly.	The problem is marginally defined with little consideration of constraints, critical analysis, or alternative designs.
Explain the key characteristics of e-Business environment	The key characteristics can be elaborated and explained correctly and clearly. These characteristics have been applied in the design.	The key characteristics can be described and explained. But some the descriptions and explanations are imprecise and have some mistakes. Some characteristics have been applied in the design.	The key characteristics cannot be described nor explained, or the descriptions and explanations are basically incorrect. The key characteristics have not been used in the design.
Design e-Business applications to handle the general operations and management of an online business	The design is completely appropriate. The e-Business applications should be able to handle the general operations and management of the given online business.	The design can be created but there are some minor issues. Consequently, the e-Business application cannot handle all general operations and management of the given online business.	The design cannot be created, or the submitted design has many major issues. Thus the e-Business applications cannot handle many general operations and management of the given online business.
Presentation	Content of submission/ presentation is well formatted with a clearly readable layout and very few grammatical/ formatting mistakes.	Content of submission/ presentation is properly formatted with a reasonable layout and no more than a few grammatical/ formatting mistakes.	Content of submission/ presentation is not properly formatted and/or there are more than a few grammatical/ formatting mistakes.

Rubric for Class Participation of CDS3007 – Introduction to e-Business

(Passing mark = 4)

Criteria	Very good (8-10)	Satisfactory (4-7)	Unsatisfactory (0-3)
Attendance	Student attends most of the classes.	Student attends many classes.	Student attends few classes.
Punctuality	Student is always/mostly punctual.	Student is often punctual.	Student is seldom punctual.
Participation	Student actively participates in class discussion and other in-class activities in most occasions.	Student actively participates in class discussion and other in-class activities in some occasions.	Student seldom participates in class discussions or other in-class activities.