

City University of Hong Kong

**Information on a Course
offered by Department of Computer Science
with effect from Semester A in 2012 / 2013**

Part I

Course Title: Introduction to eCommerce

Course Code: EC5001

Course Duration: One Semester

Credit Units: 3

Level: P5

Medium of Instruction: English

Prerequisites: Nil

Precursors: Nil

Equivalent Courses: Nil

Exclusive Courses: Nil

Part II

Course Aims

This course provides an introduction to the technology and information systems concepts underlying electronic commerce applications.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	describe and explore various business models and marketplace models for eCommerce;	
2.	analyze and critique sample eCommerce cases;	

3.	describe structure and functions of key technologies supporting eCommerce;	
4.	describe basic regulatory, ethical and legal aspects in building a eCommerce system;	
5.	identify emerging trends in eCommerce development.	

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

Teaching pattern:

Suggested lecture/tutorial/laboratory mix: 3 hrs. lecture/seminar/tutorial

CILO No.	TLAs	Hours/week (if applicable)
CILO 1	Knowledge and skill for this CILO will be presented in lectures. Tutorial sessions with case studies and discussion will help students to reinforce their understanding. Guest lecturer(s) is invited to present selected cases of interest where suitable. Students participate in mini group project to explore eCommerce services and applications	
CILO 2	Knowledge and skill for this CILO will be presented in lectures. Tutorial sessions with case studies and discussion will help students to reinforce their understanding. Students participate in mini group project to explore eCommerce services and applications.	
CILO 3	Lectures are used to deliver the knowledge and skill for their CILO. Tutorials are used to apply them on some cases and exercises. Additional readings are assigned for those needing more explanation.	
CILO 4	Basic knowledge are presented in a lecture. Tutorial exercises will serve to reinforce understanding.	
CILO 5	Emerging trends will be commented upon throughout lectures and tutorials where relevant. Additional readings will also be assigned where appropriate.	

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
CILO 1	Class participation, group project, exam		
CILO 2	Class participation, group project, exam		
CILO 3	Tutorial participation, individual assignments, exam		
CILO 4	Tutorial participation, exam		
CILO 5	Tutorial participation, individual assignments, exam		

Grading of Student Achievement: Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Examination duration: 2 hours

Percentage of coursework, examination, etc.: 50% CW; 50% Exam

Grading pattern: Standard (A+AA-...F)

For a student to pass the course, at least 30% of the maximum mark for the examination must be obtained.

This is a CEF approved course, students who want to apply for CEF claims must achieve at least 70% minimum attendance and obtain at least 50% passing mark for the assessment of the course.

Part III

Keyword Syllabus

Foundation of eCommerce; eCommerce Strategies; eCommerce business models, value chains, e-marketplace, r-retailing, service and Application; eCommerce key technologies, Mobile networks, Data Interchange; Web technologies; eCommece case study; eCommerce Legal Aspects, IP protection and regulations, data privacy ordinance, ethical web access.

Recommended Reading

Text(s)

Turban, E.; King, D.; McKay, J.; Marshall, P.; Lee, J. and Viehland, D. Electronic Commerce 2008: a Managerial Perspective, 2008 (5th edition), Prentice Hall

K Laudon, C Traver, e-Commerce: Business, Technology, Society, 4th edition,

Prentice Hall 2008

Online Resources