

City University of Hong Kong
Course Syllabus

offered by Department of Computer Science
with effect from Semester A 2023/24

Part I Course Overview

Course Title: eCommerce Project

Course Code: EC6001

Course Duration: Two semesters

Credit Units: 6 credits

Level: P6

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Student must have accumulated at least 15 credit units towards the MSEC award.

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

In this course students should demonstrate the ability to function in a team environment to address phases of eCommerce system development from creation of a viable business model to building a prototype eCommerce system for a chosen application. The students should be able to integrate and apply the techniques and knowledge learnt through the other taught courses in the programme.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Propose and analyse an eCommerce application or service. Conduct market research and develop and evaluate a business model for the proposed application/service.		✓	✓	✓
2.	Design and implement an eCommerce system for the proposed application/service.		✓	✓	✓
3.	Function effectively in an eCommerce development team.				
4.	Communicate and demonstrate project results.				
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

Teaching pattern:

Consultations with project supervisor

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Consultation	Briefing of requirements, example cases, presentation and submission of proposal.	✓				
Consultation	Consultation, intermediate reports on design, implementation.		✓		✓	
Consultation	Team discussions, team presentations, reporting.			✓	✓	
Consultation	Presentation of example cases, intermediate report presentation, final report documentation and presentation, prototype implementation demonstration.				✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: <u>100%</u>						
Proposal report and presentation, review and critique of relevant work. Market research, analysis.	✓				20%	
Intermediate reports on design, intermediate presentation.		✓		✓	20%	
Team discussions, team presentations, team weekly activity reports.			✓	✓	10%	
Final report presentation, report documentation, prototype demonstration.	✓	✓		✓	50%	
					100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
Continuous Assessment	Ability to prepare proposal report and presentation, intermediate report on analysis and design.	High	Significant	Basic	Not even reaching marginal levels
	Ability to prepare intermediate report on design, intermediate presentation, final report.	High	Significant	Basic	Not even reaching marginal levels
	Capability to participant in team discussions, team presentation, team weekly activity reports.	High	Significant	Basic	Not even reaching marginal levels
	Ability to prepare, final report presentation, report documentation, prototype demonstration.	High	Significant	Basic	Not even reaching marginal levels

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Continuous Assessment	Ability to prepare proposal report and presentation, intermediate report on analysis and design.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to prepare intermediate report on design, intermediate presentation, final report.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to participant in team discussions, team presentation, team weekly activity reports.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to prepare, final report presentation, report documentation, prototype demonstration.	High	Significant	Moderate	Basic	Not even reaching marginal levels

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Student teams will work on an eCommerce project under the supervision of an academic staff, submit a project report on the work carried out and present the project. Such eCommerce project includes, but is not limited to, elements of the following topics: eCommerce business model, market research, survey design, client requirements, project proposal, customer value proposition, revenue model, business model analysis, service and application, system specification, system architecture, development strategies, system design, implementation plan, implementation tools, test and evaluation, project presentation.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	<i>Nil</i>
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	<i>Nil</i>
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2.3 Online Resources:

Readings will be augmented by pertinent journal/newspaper/magazine articles.