FB6868P: ELECTRONIC COMMERCE

Effective Term
Semester B 2024/25

Part I Course Overview

Course Title
Electronic Commerce

Subject Code
FB - College of Business (FB)
Course Number
6868P

Academic Unit
College of Business (CB)

College/School
College of Business (CB)

Course Duration
Non-standard Duration

Other Course Duration
4 days

Credit Units
2

Level
P5, P6 - Postgraduate Degree

Medium of Instruction
Chinese (Putonghua)

Medium of Assessment
Chinese

Prerequisites
None

Precursors
None

Equivalent Courses
None

Exclusive Courses
None

Part II Course Details

Abstract

With the rapid development and wide application of information technology focused on the Internet and mobile communication, e-commerce has gradually become a common business operation practice. Thus, how to develop e-commerce on the Internet has become a newly emerged decision-making problem facing various enterprises. To successfully implement e-commerce, this course aims to teach the basic principles and the main methods of e-commerce based on the practice of typical enterprises. The basic principles include the ecosystem and characteristics of the Internet market products or services in the Internet market, the basic classification of e-commerce and the three components of a business model (business mode profit mode, pricing mode). The main methods include e-commerce products or services design, e-commerce business model design, online and offline integration design, and basic methods of credit model design.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the basic characteristics of the Internet market, e-commerce products/services, master the main content of e-commerce business models.	15	x	x	x
2	Make theoretical explanations of the above conceptual and e-commerce knowledge, and to master the basic principles, rules and methods of e-commerce.	35	x	x	x
3	Use the knowledge of the Internet market and e-commerce to creatively solve practical problems, solve e-commerce strategies and implementation problems encountered by enterprises, and design e-commerce business models.	25	x	x	x
4	According to national strategic policy, explain some cutting-edge knowledge of enterprise e-commerce, such as Internet +, big data and other principles	25	x	x	x

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 real-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.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Interactive teaching	Mobilize students' initiative and guide them to think positively.	1, 2, 3, 4	
2	Analysis and discussion of cases	Strengthen students to think and explore the basic principles and practical problems of e-commerce.	1, 2, 3, 4	
3	Project proposal design report	Test and exercise students' ability to apply the knowledge they have learned to solve practical problems.	1, 3, 4	
4	Autonomic learning	Students need to preview in advance including relevant chapters and supplementary materials of designated textbooks, and prepare class discussions or class activities in advance.	1, 2, 3	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Individual participation in class	1, 2, 3, 4	15	
2	Participation in case analysis and discussion	1, 2, 3, 4	15	
3	Group project scheme design	1, 3, 4	70	

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

1. Individual participation in class (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of class contribution through class exercises, and active and insightful class participation.

Good

(B+, B, B-) Evidence of class contribution through class exercises and regular class participation.

Fair

(C+, C, C-) Some evidence of class contribution thorough class exercises and preparation.

Marginal

(D) Minimum class contribution.

Failure

(F) No evidence of adequate class contribution through exercises or in-class discussion.

Assessment Task

2. Participation in case analysis and discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to organize and synthesize with superior grasp of the subject matter; evidence of extensive knowledge base.

Good

(B+, B, B-) Evidence of a grasp of the subject with indications of critical capacity and analytical ability; reasonable understanding of the issues with good responses to the questions.

Fair

(C+, C, C-) Evidence of learning from the course; show some ability to think analytically and to offer adequate responses to the questions.

Marginal

(D) Sufficient familiarity with the subject and of ability to respond to the questions as to justify consideration of the student for progression.

Failure

(F) Little evidence of familiarity with the subject matter; poor critical and analytical skills; ignorance of class knowledge.

Assessment Task

3. Group project scheme design (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

(B+, B, B-) Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with class knowledge.

Fair

(C+, C, C-) Evidence of learning from the course; understanding of the subject; ability to develop solutions to simple problems.

Marginal

(D) Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

(F) Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of class knowledge.

Assessment Task

1. Individual participation in class (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of class contribution through class exercises, and active and insightful class participation.

Good

(B+, B) Evidence of class contribution through class exercises and regular class participation.

Marginal

(B-, C+, C) Minimum class contribution.

Failure

(F) No evidence of adequate class contribution through exercises or in-class discussion.

Assessment Task

2. Participation in case analysis and discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to organize and synthesize with superior grasp of the subject matter; evidence of extensive knowledge base.

Good

(B+, B) Evidence of a grasp of the subject with indications of critical capacity and analytical ability; reasonable understanding of the issues with good responses to the questions.

Marginal

(B-, C+, C) Sufficient familiarity with the subject and of ability to respond to the questions as to justify consideration of the student for progression.

Failure

(F) Little evidence of familiarity with the subject matter; poor critical and analytical skills; ignorance of class knowledge.

Assessment Task

3. Group project scheme design (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

(B+, B) Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with class knowledge.

Marginal

(B-, C+, C) Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

(F) Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of class knowledge.

Additional Information for AR

Teaching Topics and Tentative Schedule

Session 1 (3-hour slot):Day 1 am

Topics and Assignments:

· Online Market

· Class Discussion: Online Market

Session 2 (3-hour slot):Day 1 pm

Topics and Assignments:

· Online Market

· Class Discussion: Classification of E-Commerce, Mobile E-Commerce

Session 3 (3-hour slot):Day 2 am

Topics and Assignments:

· Online Market: Case Discussion

· Quiz

Session 4 (3-hour slot):Day 2 pm

Topics and Assignments:

· E-Commerce Business Model

Session 5 (3-hour slot):Day 3 am

Topics and Assignments:

· E-Commerce Business Model

· Class Discussion: E-Commerce Business Model and Design

Session 6 (3-hour slot):Day 3 pm

Topics and Assignments:

· Online Market: E-Commerce Business Model

· Quiz

Session 7 (3-hour slot):Day 4 am

Topics and Assignments:

· Online and Offline E-Commerce

Session 8 (3-hour slot):Day 4 pm

Topics and Assignments:

· E-Commerce Credit Management

Part III Other Information

Keyword Syllabus

Nil.

Reading List

Compulsory Readings

	Title
1	Theories related to E-commerce (power point slides included in the course package)
2	Case Materials (included in the course package)

Additional Readings

	Title
1	Dave Chaffey.E-Business and E-Commerce Management
2	Efraim Turban.Electronic Commerce: A Managerial and Networks Perspective

3	Wang Xuedong.Enterprise Electronic Commerce Management
4	Hsinchun Chen, Roger H L Chiang,Vega C Storey. Business Intelligence and Analytics From Big Data to Big Impact MIS Quarterly,2012,36(4):1165-1188
5	Bourhis, A., Dubé,L.Structuring spontaneity:investigating the impact of management practices on the success of virtual communities of practice[J]. Journal of Information Science, 2010, 36(2):175-193
6	Andrew N Smith, Eileen Fischer, Chen Yonggjian. How Does Brand-related User-generated Content Differ Across YouTube, Facebook, and Twitter? Journal of Interactive Marketing. 2012(26):102-113
7	Li J, Xie W, Dai B. Service investment and pricing strategies of a pharmaceutical two-sided platform[J], 2016, Working Paper.
8	Li Jianbin, Rihuan Huang, Bin Dai,"Joint Optimization of Order Batching and Picker Routing in an Online Retailer 's Warehouse in China," International Journal of Production Research , 2017, 55(2): 447-461.