City University of Hong Kong
Course Syllabus

offered by Department of Information Systems
with effect from Semester A 2024 / 2025

Part I   Course Overview

Course Title:	eCommerce Business Strategies and Management
Course Code:	IS6641
Course Duration:	One Semester
Credit Units:	3
Level:	P6
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: *(Course Code and Title)*	Nil
Precursors: *(Course Code and Title)*	Nil
Equivalent Courses: *(Course Code and Title)*	IS5642 Electronic Business Strategies and Management IS6640 Information Systems Planning and Strategy
Exclusive Courses: *(Course Code and Title)*	Nil

Part II   Course Details

1.   Abstract

The aim of this course is to acquire necessary skills for developing and implementing strategies for eCommerce businesses.

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.	Demonstrate conceptual skills integrating previously learned aspects of strategy development, management and electronic commerce.	10%			
2.	Generate a deep understanding of successful eCommerce strategies and the role of strategy versus implementation in building eBusinesses.	25%			
3.	Assess financial performance of existing eCommerce businesses and evaluate the business's future chances of success in the near and long term.	15%			
4.	Design a framework for discovering electronic commerce opportunities by applying strategic analysis methods and tools.	15%			
5.	Design a strategy and business plan based on an innovative idea for an eCommerce business that can be executed and implemented under real life scenarios.	35%	✓	✓	✓
		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 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.

3. Learning and Teaching Activities (LTAs)
(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
LTA1 Seminar	Students will involve in a mixture of lecture and case discussion to enable discussion on aspects of eCommerce strategy and implementation. Case studies of both successful and unsuccessful e-ventures will be used to illustrate management practice, to introduce students to the concepts, opportunities and risks inherent in eCommerce strategy development, and to provoke discussion.	✓	✓	✓	✓	✓	

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	5		
Continuous Assessment: 100 %							
AT1. Seminar Exercises and Participation Each seminar will include the opportunity for students to engage in discussion about electronic commerce related organizational cases.	✓	✓	✓	✓	✓	50%	
AT2. Group Project Students are required to undertake a team-based assignment such as strategy and business plan development for businesses of the students' choice to reinforce the newly acquired concepts. Innovation and creativity are strongly encouraged in formulating a practical ecommerce solution for real life businesses in this group project.	✓	✓	✓	✓	✓	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 before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
AT1. Seminar Exercises and Participation	Ability to demonstrate conceptual skills integrating previously learned aspects of strategy development, management and electronic commerce	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to develop a deep understanding of successful eCommerce strategies and the role of strategy versus implementation in building eBusinesses	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to assess financial performance of existing eCommerce businesses and evaluate the business's future chances of success in the near and long term	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to develop a framework for discovering electronic commerce opportunities by applying strategic analysis methods and tools	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to develop a strategy and business plan based on an innovative idea for an eCommerce business that can be executed and implemented under real life scenarios	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT2. Group Project	Ability to demonstrate conceptual skills integrating previously learned aspects of strategy development, management and electronic commerce	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to develop a deep understanding of successful eCommerce strategies and the role of strategy versus implementation in building eBusinesses	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to assess financial performance of existing eCommerce businesses and evaluate the business's future chances of success in the near and long term	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to develop a framework for discovering electronic commerce opportunities by applying strategic analysis methods and tools	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to develop a strategy and business plan based on an innovative idea for an eCommerce business that can be executed and implemented under real life scenarios.	High	Significant	Moderate	Basic	Not even reaching marginal level

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-,C+,C)	Failure (F)
AT1. Seminar Exercises and Participation	Ability to demonstrate conceptual skills integrating previously learned aspects of strategy development, management and electronic commerce	High	Significant	Moderate	Not even reaching marginal levels
	Capability to develop a deep understanding of successful eCommerce strategies and the role of strategy versus implementation in building eBusinesses	High	Significant	Moderate	Not even reaching marginal levels
	Ability to assess financial performance of existing eCommerce businesses and evaluate the business's future chances of success in the near and long term	High	Significant	Moderate	Not even reaching marginal levels
	Capability to develop a framework for discovering electronic commerce opportunities by applying strategic analysis methods and tools	High	Significant	Moderate	Not even reaching marginal levels
	Capability to develop a strategy and business plan based on an innovative idea for an eCommerce business that can be executed and implemented under real life scenarios	High	Significant	Moderate	Not even reaching marginal levels
AT2. Group Project	Ability to demonstrate conceptual skills integrating previously learned aspects of strategy development, management and electronic commerce	High	Significant	Moderate	Not even reaching marginal levels
	Capability to develop a deep understanding of successful eCommerce strategies and the role of strategy versus implementation in building eBusinesses	High	Significant	Moderate	Not even reaching marginal levels
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	Capability to develop a framework for discovering electronic commerce opportunities by applying strategic analysis methods and tools	High	Significant	Moderate	Not even reaching marginal levels
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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.)

   a. Overview of a business model: business strategy & plans (and the role of IS in their formulation), eCommerce strategy and plans.

   b. eCommerce strategy: Understanding the objectives and strategies of various types of eBusinesses (including pure "internet players" and other "brick and click" players; identification of underlying business models; alignment of eCommerce strategy and business strategy (if applicable). Exit strategies (IPOs, buyouts, etc.). Spotting of new trends. Implementation: Forming a management team, securing of financing funds (financial backers, timing of financing rounds, assessing financial needs, etc.), hiring of staff, negotiation techniques (financial funding, equipment, etc.), timing/planning of advertising campaigns, managing website development/launch, assessing technical requirements (hardware/software), understanding of operations "behind" the website.

   c. Financial performance assessment: Evaluation of revenue models and cost structures. Future business success: Short-term and long-term revenue/cost forecasting for eCommerce businesses.

   d. Market/industry analysis: analysis of industry structures, product life cycle, growth directions, coping with strategies of other industry incumbents.

   e. Business plans: Contents and structure; successful presentation formats.

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.	Nil

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

1.	Alexander Osterwalder, Yves Pigneur. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley and Sons; 1st edition, 2010.
2.	Eric Ries. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown Business; 1st Edition, 2011.
3.	Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, Deborrah C. Turban. Electronic Commerce: A Managerial and Social Networks Perspective, 8th edition, Springer, 2015.
4.	Dave Chaffey. E-Business and E-Commerce Management: Strategy, Implementation and Practice, 5th edition, Prentice Hall, 2011.

   - Removed Prerequisites requirement
   - Updated SYL template in July 2017