City University of Hong Kong

Information on a Course
offered by
Department of Information Systems and Department of Management Sciences
with effect from Semester B in 2012 / 2013

Part I

Course Title: E-Business

Course Code: CB2505

Course Duration: One Semester (13 weeks)

No. of Credit Units: 3

Level: B2

Medium of Instruction: English

Prerequisites: *(Course Code and Title)* Nil

Precursors: *(Course Code and Title)* CB2100, CB2201, CB2300, CB2400, CB2500, CB2601, CB3410

Equivalent Courses: *(Course Code and Title)*   Nil

Exclusive Courses: *(Course Code and Title)*   Nil

Part II

1.   Course Aims:

This course aims to

- Explain and creatively integrate concepts and knowledge from different aspects of business management to assess e-businesses' organization;
- Discover and design business processes to evaluate the quality of e-businesses;
- Critically evaluate how e-businesses influence traditional business and the use of technology by governments, people, and companies;
- Develop skills and tools to improve e-business processes and make business decisions;

2. Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	Describe the concepts, scope, terminology and technologies of electronic business.	2
2.	Critically evaluate how e-business processes can improve the efficiency and effectiveness of business management in a hybrid business environment.	2
3.	Discover and design business processes to evaluate the quality and flexibility of e-businesses.	3
4.	Communicate and present information effectively in traditional and electronic formats in a collaborative environment.	1

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

Lecture: 26 hours
Tutorial: 13 hours

TLA1: Lecture

Concepts and general knowledge of information systems are explained.

- *In-class discussion*: Students participate in discussions in lectures (e.g. face-to-face discussion, using mobile devices) and the lecturer provides feedback based on students' response.
- *Recap*: In the beginning of every lecture, the lecturer will summarize the topics covered in the previous lecture and provide feedback based on students' concerns and questions.

TLA2: Tutorial

The tutorial covers the managerial, analytical and technical aspects of various technological tools and modules for e-business application.
- *Tutorial exercises*: case studies, discussion and hands-on activities on operations function and e-business management. E-business performance analytical tools, configuration and setting are covered.
- *Case/Group project discussion*: Students will be given a case/project and required to submit the work in two phases.

TLA3: Outside classroom activities

Additional help provided outside official class time.
- *Readings and Case studies*: business cases and related readings with adopting the e-business concepts and technology will be given to students. Further discussion and practical exercises in relation to the cases will be conducted in tutorial sessions.
- *Online Helpdesk:* An online system to provide extra help to students having difficulties with the course outside the classroom. During the assigned periods, students can raise their questions about the mid-term test and final examination in the online system. The tutors will answer their questions in office-hour for one week before the test and exam.

ILO No	TLA1: Lecture	TLA2: Tutorial	TLA3: Outside Classroom Activities	Hours/week (if applicable)
CILO 1	2		1	---
CILO 2	2	1	1	---
CILO 3	2	2	1	---
CILO 4		1	1	---

(1: Minor focus on the ILO; 2: Main focus on the ILO)

4. **Assessment Tasks/Activities**
(designed to assess how well the students achieve the CILOs)

AT1: Participation (10%)
10% is given for student's participation in terms of quality of questions, answers and student engagement in both lectures and tutorials throughout the semester.

AT2: Group Project (25%)
The project is designed to test students' ability in proposing a simple e-business plan, which incorporating elements of analysis of industry, strengths of company, macroeconomic analysis, demand, supply, revenue-cost analysis, accounting, human resources requirements, management of human resources, corporate governance, marketing and promotion, channel distribution, brand maintenance and enhancement, etc, identifying e-business processes and evaluating their quality and necessity to international e-business environment. Second part of the project is designed to test students' ability in designing, suggesting and/or using various technologies and systems, to support their proposal and the delivery of goods and services identified in first part.

AT3: Written Test or Assignment (25%)
The individual test or assignment is designed to gauge the student's grasp on e-business management concepts and knowledge, as well as the ability to discover new knowledge and apply them to solve business problems in realistic business situations.

<u>**AT4: Final Examination (40%, one 2-hour exam)**</u>
The examination is designed to gauge the student's grasp on e-business management concepts and knowledge, as well as the ability to apply them to solve business problems in various situations.

ILO No	AT1: Participation (10%)	AT2: Group Project (25%)	AT3: Assignment (25%)	AT4: Final Examination (40%)	Remarks
CILO 1	1	1	2	2	1: Minor focus on the ILO; 2: Main focus on the ILO)
CILO 2	1	1	2	2	
CILO 3	1	2	1	2	
CILO 4	1	2			

** Students are required to pass both coursework and examination in order to secure an overall pass in this course.**

5. **Grading of Student Achievement:** Refer to Grading of Courses in the Academic Regulations.

The grading of student achievement for CB2505 is based on student performance in assessment tasks/activities. Standard grading pattern (A+, A, A- … C-, D, F)

Part III

Keyword Syllabus

Electronic business; E-business plans; Integrated e-marketing strategy; Performance of e-businesses; Technology and network infrastructure of e-businesses; Process designs; Methodologies and configurations of e-businesses; Forecasting and scheduling of e-businesses; Security concerns of e-businesses; Ethical, social and political issues of e-businesses.

Recommended Reading:
Text(s):

Efraim Turban and David King, <u>Electronic Commerce 2012: Managerial and Social Networks Perspectives</u>, 7th Edition, Prentice Hall, 2012, ISBN-10: 0132145383.

<u>Supplementary Reading</u>

Gary P. Schneider, <u>E-Business</u>, 9th Edition, Course Technology, Cengage Learning, 2011, ISBN-10: 0538469250.

Jun Xu, Mohammed Quaddus, <u>E-business in the 21st century: realities, challenges and outlook</u>, World Scientific, c2010, ISBN: 9789812836748.

Dave Chaffey, <u>E-business and e-commerce management: strategy, implementation and practice</u>, Prentice Hall, c2009, ISBN-10: 0273719602.

Kenneth C. Laudon, Carol Guercio Traver, <u>E-commerce: business, technology, society</u>, Pearson Prentice Hall, c2009, ISBN: 9780136007111.

James A. Fitzsimmons and Mona J. Fitzsimmons, <u>Service Management: Operations, Strategy, and Information Technology</u>, 6th Edition, McGraw-Hill, New York, NY, c2008, ISBN: 978-007-126-346-7.

J. Sklar, Principles of Web Design, 4th Edition, <u>Course Technology</u>, Boston, MA, 2008, ISBN: 1423901940.

Tawfik Jelassi, Albrecht Enders, <u>Strategies for e-business: creating value through electronic and mobile commerce: concepts and cases</u>, Prentice Hall, 2008, ISBN: 9780273710288.

Ward A. Hanson, Kirthi Kalyanam, <u>Internet marketing & e-commerce</u>, Thomson/South-Western, c2007, ISBN: 0324074778.

H.A. Napier, O.N. Rivers, S. Wagner, Creating a Winning E-Business, 2nd Edition, Course Technology, Boston, MA, 2006, ISBN-10: 0619217421.

David Tooch, Building a Business Plan, 2nd Edition, Prentice Hall, 2004, ISBN-10: 0131008005.

Marc J. Schniederjans, Qing Cao, e-Commerce Operations Management, World Scientific Publishing, 2002, ISBN-10: 981-238-016-7.

Ron Zemke, Tom Connellan, e-service, 24 ways to keep your customers – when the competition is just a click away, American Management Association, 2000, ISBN 0-8144-0606-8.

Materials and cases designed and supplied by the course teaching team

<u>Online Resources</u>
Interesting cases for this course include E-Bay, Amazon.com, music downloads through internet, games on internet, etc.

Links for online readings will be listed in the course blackboard