

# IS2505: E-BUSINESS

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## Effective Term

Semester B 2023/24

## Part I Course Overview

### Course Title

e-Business

### Subject Code

IS - Information Systems

### Course Number

2505

### Academic Unit

Information Systems (IS)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

CB2505 E-Business

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The evolving trend of E-Business involves a wide adoption of "Internet+" technologies (e.g. social networks, mobile apps, big data and cloud services) and the use of data-driven approach. On completion of this course, students should be able

to understand the emerging E-Business ecosystems, which has fundamentally changed the way on how organizations conduct business. The course emphasizes on the key concepts related to the business and technology aspects of conducting E-Business. Students will build conceptual and logical knowledge and capabilities in four areas: 1) Fundamentals of E-Business and 2) E-Business technologies and applications (e.g., Internet and web technologies, online media), 3) Data-driven approach (e.g., predictive analytics), 4) E-Business strategies (e.g., e-commerce and data-centric business models).

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the concepts, technologies, data-driven approach and business models of E-Business.	30	x	x	
2	Critically evaluate the application of Internet technologies (e.g. social, mobile, big data and cloud services) that can improve the efficiency and effectiveness of businesses.	30	x	x	x
3	Design effective solutions to address e-business challenges.	20	x	x	x
4	Demonstrate good communication and interpersonal skills in presenting E-Business solutions.	20	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.

### Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)	
1	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 digital devices). Recap: In the beginning of every lecture, the lecturer will try to highlight the key topics covered in the previous lecture.	1, 2	2 Hours/ Week

2	TLA2: Tutorial:The tutorial covers the managerial, analytical and technical aspects of various e-business applications.	Tutorial exercises: Case studies, discussion and hands-on activities on operations function and e-business management. Case/Group project discussion: Students will be given a case/project to analyze and discuss.	3, 4	1 Hour/ Week
3	TLA3:Outside classroom activities: Additional help provided outside official class time.	Readings and Case studies: Business cases and related readings with IT adopted may be given to students. Further discussion and practical exercises in relation to the business cases can be conducted in tutorial sessions.Online Social Media: Online social media is leveraged to provide a platform that enables students and teachers to discuss issues related to the teaching topics anytime anywhere.	2, 4	1 Hour/ Week

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 AT1: Tutorial Exercises10% is given for student' s participation in terms of quality of questions, answers and student engagement for tutorial exercises and case studies.	2	10	
2 AT2: Group ProjectThe project is designed to test students' ability in proposing E-Business plan. Second part of the project is designed to test students' abilities in designing and applying IT and data-driven approach to support their proposal and the delivery of goods and services identified in first part.	3, 4	25	

3	AT3: Written Test or Assignment The individual test or assignment is designed to gauge the student's grasp on e-business management and data analytics concepts and knowledge, as well as the ability to discover new knowledge and apply them to solve business problems in realistic business situations.	1	25	
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**Continuous Assessment (%)**

60

**Examination (%)**

40

**Examination Duration (Hours)**

2

**Assessment Rubrics (AR)****Assessment Task**

AT1:Tutorial Exercises

**Criterion**

Ability to accurately describe all key concepts, technologies, data-driven approach and business models for electronic business; with understanding of the measurement and evaluation of related tools.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

**Assessment Task**

AT2:Group Project

**Criterion**

Ability to discover and design effective e-business solutions.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT2:Group Project

**Criterion**

Capacity to work in teams and to communicate business information effectively in various formats; to support a complete range of daily life activities and life-long learning.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT3:Written Test or Assignment

**Criterion**

Capacity for self-directed learning towards understanding e-business concepts, technologies, data-driven approach, business models and problems and providing effective solutions.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT4:Final Examination

**Criterion**

Ability to accurately describe all key concepts, technologies, data-driven approach and business models for electronic business; with understanding of the measurement and evaluation of related tools.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

AT4:Final Examination

**Criterion**

Ability to discover and design effective e-business solutions.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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## Part III Other Information

### Keyword Syllabus

Electronic commerce; Electronic business; Typical electronic business models and revenue models; Platforms; Sharing Economy; Workflow digitization; Data-driven business model; Data-driven operations; Data-analytical thinking; Internet and web technologies; Concepts on predictive analytics; Social and mobile commerce, Social media and marketing; Online communities; E-Business strategy and performance measurement; E-Businesses Security and Privacy.

### Reading List

#### Compulsory Readings

Title	
1	Kenneth Laudon and Carol Traver, E-Commerce 2023-2024: business. technology. society., 18th Global Edition, Pearson, 2023, ISBN: 9781292449722.
2	Foster Provost and Tom Fawcett, Data Science for Business: What You Need to Know About Data Mining and Data-Analytics Thinking, O' Reilly, 2013, ISBN: 9781449361327.

#### Additional Readings

Title	
1	Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, and Deborrah C. Turban, Electronic Commerce 2018: A Managerial and Social Networks Perspectives, 9th Edition, Springer, 2018, ISBN: 978-3-319-58715-8.
2	Ramesh Sharda, Dursun Delen and Efraim Turban, Business Intelligence, Analytics and Data Science: A Managerial Perspective, 4th Edition, Pearson, 2018, ISBN: 978-0134633282.
3	Arun Sundararajan, The Sharing Economy: The End of Employment and the Rise of CrowdBased Capitalism, MIT Press, 2016, ISBN: 9780262034579.
4	Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary, Platform Revolution: How Networked Markets Are Transforming the Economy--And How to Make Them Work for You, W. W. Norton & Company, 2016, ISBN: 0393249131.
5	Arvind Sathi, Big Data Analytics: Disruptive Technologies for Changing the Game, Mc Press, 2013, ISBN: 978-1583473801.