

City University of Hong Kong

Information on a Course
offered by Department of Computer Science
with effect from Semester B in 2015 / 2016

Part I

Course Title: eCommerce Project

Course Code: EC6001

Course Duration: Two Semesters

Credit Units: 6

Level: P6

Medium of Instruction: English

Prerequisites:

Student must have accumulated at least 15 credit units towards the MSEC award.

Precursors:

Nil

Equivalent Courses:

Nil

Exclusive Courses:

Nil

Part II

Course Aims

The aim of this course is to demonstrate a student's 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.

Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	propose and analyze an eCommerce application or service. Develop and evaluate through market research 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.	

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

Teaching pattern:

Consultations with project supervisor.

CILO No.	TLAs	Hours/week (if applicable)
CILO 1	Briefing of requirements, example cases, presentation and submission of proposal. Survey, team report guidelines.	
CILO 2	Consultation, intermediate reports on design, implementation.	
CILO 3	Team discussion, team presentation, reporting.	
CILO 4	Consultation, example cases, Proposal report presentation, final report documentation and presentation, prototype implementation demonstration.	

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
CILO 1	Proposal report and presentation, review and critique of relevant work. Market research, analysis.		

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
CILO 2	Intermediate report on design and implementation, intermediate presentation, final report.		
CILO 3	Team discussions, team presentation, team weekly activity reports.		
CILO 4	Intermediate report presentation, final report presentation, report documentation, prototype demonstration.		

Grading of Student Achievement: Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Examination duration: N/A

Percentage of coursework, examination, etc.: 100% CW

Grading pattern: Standard (A+AA-...F)

This is a CEF approved course, students who want to apply for CEF claims must achieve at least 70% minimum attendance and obtain at least 50% passing mark for the assessment of the course.

Part III

Keyword Syllabus

Student 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 a eCommerce project include, but 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; eCommerce project team.

Recommended Reading

Text(s)

Online Resources