City University of Hong Kong
Course Syllabus

offered by Department of Computer Science
with effect from Semester A 2022/23

Part I   Course Overview

Course Title:	Introduction to eCommerce
Course Code:	EC5001
Course Duration:	One semester
Credit Units:	3 credits
Level:	P5
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)*	Nil
Exclusive Courses: *(Course Code and Title)*	Nil

Part II   Course Details

1.   Abstract

This course provides an introduction to the technology and information systems concepts underlying electronic commerce applications.

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.	Describe and explore various business models and marketplace models for eCommerce.		✓		
2.	Analyze and critique sample eCommerce cases.			✓	✓
3.	Describe structure and functions of key technologies supporting eCommerce.		✓	✓	
4.	Describe basic regulatory, ethical and legal aspects in building a eCommerce system.		✓		
5.	Identify emerging trends in eCommerce development.		✓		
		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 self-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. Teaching and Learning Activities (TLAs)
(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.					Hours/week
		1	2	3	4	5	(if applicable)
Lecture / Seminar / Tutorial	Explain key concepts, such as B2C/B2B e-commerce, business models, mobile network and legal aspects	✓	✓	✓	✓	✓	3hrs/wk
Group Project	Require students to propose an idea for adopting an emerging technology or starting a new online business	✓	✓	✓	✓	✓	on average 3~5hrs/wk

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: <u>50%</u>							
In-class Discussion	✓	✓			✓	10%	
Written Assignment			✓	✓		15%	
Group Project	✓	✓	✓	✓	✓	25%	
Examination^: <u>50%</u> (duration: 2 hours)	✓	✓	✓	✓	✓	50%	
						100%	

^ For a student to pass the course, at least 30% of the maximum mark for the examination must be obtained.

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.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B-)	Marginal (B-, C+, C)	Failure (F)
1. Written Assignment	1.1 ABILITY to EXPLAIN the key technologies supporting e-Commerce like wireless network and search engines 1.2 ABILITY to PROPOSE SOLUTION for information representation and exchange, using technologies like XML 1.3 ABILITY to PERFORM critical assessment of different e-Commerce tools and techniques	High	Significant	Moderate to Basic	Not even reaching marginal levels
2. Group Project	2.1 ABILITY to UNDERSTAND the essential components required in an e-Commerce proposal and propose an idea for adopting an emerging technology or start a new online business. 2.2 ABILITY to perform EVALUATION of feasibilities of solutions using tools like PEST/SWOT analysis.	High	Significant	Moderate to Basic	Not even reaching marginal levels
3. Examination	3.1 ABILITY to EXPLAIN and analyze the key driving forces of e-Commerce from both business and technological perspectives. 3.2 ABILITY to EXPLAIN and COMPARE in DETAIL and with ACCURACY about different technologies on networking, data representation, data retrieval and analysis. 3.3 ABILITY to perform EVALUATION of feasibilities of solutions using tools like PEST/SWOT analysis.	High	Significant	Moderate to Basic	Not even reaching marginal levels

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Written Assignment	1.1 ABILITY to EXPLAIN the key technologies supporting e-Commerce like wireless network and search engines 1.2 ABILITY to PROPOSE SOLUTION for information representation and exchange, using technologies like XML 1.3 ABILITY to PERFORM critical assessment of different e-Commerce tools and techniques	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Project	2.1 ABILITY to UNDERSTAND the essential components required in an e-Commerce proposal and propose an idea for adopting an emerging technology or start a new online business. 2.2 ABILITY to perform EVALUATION of feasibilities of solutions using tools like PEST/SWOT analysis.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Examination	3.1 ABILITY to EXPLAIN and analyze the key driving forces of e-Commerce from both business and technological perspectives. 3.2 ABILITY to EXPLAIN and COMPARE in DETAIL and with ACCURACY about different technologies on networking, data representation, data retrieval and analysis. 3.3 ABILITY to perform EVALUATION of feasibilities of solutions using tools like PEST/SWOT analysis.	High	Significant	Moderate	Basic	Not even reaching marginal levels

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.)

   Foundation of eCommerce; eCommerce Strategies; eCommerce business models, value chains, e-marketplace, r-retailing, service and Application; eCommerce key technologies, Mobile networks, Data Interchange; Web technologies; eCommece case study; eCommerce Legal Aspects, IP protection and regulations, data privacy ordinance, ethical web access.

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.	*Efraim Turban , Jon Outland , David King , Jae Kyu Lee , Ting-Peng Liang , Deborrah C. Turban. Electronic Commerce 2018: A Managerial and Social Networks Perspective, 9th Ed. Springer 2018*
2.	*Kenneth C. Laudon and Carol Guercio Traver. E-Commerce 2017: Business. Technology. Society. Pearson 2017*
3.	*Laure Claire Reillier , Benoit Reillier. Platform Strategy: How to Unlock the Power of Communities and Networks to Grow Your Business. Routledge 2017*
4.	*Schneider. Electronic Commerce. Course Technology 2013*
5.	*Janice Reynolds. The Complete E-Commerce Book. CRC Press 2004*
6.	*Other supplementary readings will also be made available electronically.*

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