

EC5001: INTRODUCTION TO ECOMMERCE

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Introduction to eCommerce

Subject Code

EC - Electronic Commerce (CS & IS)

Course Number

5001

Academic Unit

Computer Science (CS)

College/School

College of Computing (CC)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

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

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe and explore various business models and marketplace models for eCommerce.	x		
2	Analyze and critique sample eCommerce cases.		x	x
3	Describe structure and functions of key technologies supporting eCommerce.	x	x	
4	Describe basic regulatory, ethical and legal aspects in building a eCommerce system.	x		
5	Identify emerging trends in eCommerce development.	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.

Learning and Teaching Activities (LTAs)

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

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?	
1	In-class Discussion	1, 2, 5	10	-	Yes
2	Written Assignment	3, 4	15	-	Yes
3	Group Project	1, 2, 3, 4, 5	25	-	Yes

Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Minimum Examination Passing Requirement (%)

30

Additional Information for ATs

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

Assessment Rubrics (AR)

Assessment Task

In-class Discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

- 1.1. ABILITY to perform EVALUATION of feasibilities of solutions using tools like PEST/SWOT analysis.
- 1.2. ABILITY to EXPLAIN the key technologies supporting e-Commerce like the Internet and wireless network.

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

Written Assignment (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

- 2.1. ABILITY to EXPLAIN the key technologies supporting e-Commerce like wireless network and search engines.
- 2.2. ABILITY to PROPOSE SOLUTION for information representation and exchange, using technologies like XML.
- 2.3. ABILITY to PERFORM critical assessment of different e-Commerce tools and techniques.

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

Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.1. 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.

3.2. ABILITY to perform EVALUATION of feasibilities of solutions using tools like PEST/SWOT analysis.

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

Examination (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

4.1. ABILITY to EXPLAIN and analyze the key driving forces of e-Commerce from both business and technological perspectives.

4.2. ABILITY to EXPLAIN and COMPARE in DETAIL and with ACCURACY about different technologies on networking, data representation, data retrieval and analysis.

4.3. ABILITY to perform EVALUATION of feasibilities of solutions using tools like PEST/SWOT analysis.

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

In-class Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

- 1.1. ABILITY to perform EVALUATION of feasibilities of solutions using tools like PEST/SWOT analysis.
- 1.2. ABILITY to EXPLAIN the key technologies supporting e-Commerce like the Internet and wireless network.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Moderate to Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Written Assignment (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

- 2.1. ABILITY to EXPLAIN the key technologies supporting e-Commerce like wireless network and search engines.
- 2.2. ABILITY to PROPOSE SOLUTION for information representation and exchange, using technologies like XML.
- 2.3. ABILITY to PERFORM critical assessment of different e-Commerce tools and techniques.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Moderate to Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

- 3.1. 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.
- 3.2. ABILITY to perform EVALUATION of feasibilities of solutions using tools like PEST/SWOT analysis.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Moderate to Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Examination (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

4.1. ABILITY to EXPLAIN and analyze the key driving forces of e-Commerce from both business and technological perspectives.

4.2. ABILITY to EXPLAIN and COMPARE in DETAIL and with ACCURACY about different technologies on networking, data representation, data retrieval and analysis.

4.3. ABILITY to perform EVALUATION of feasibilities of solutions using tools like PEST/SWOT analysis.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Moderate to Basic

Failure

(F) Not even reaching marginal levels

Part III Other Information**Keyword Syllabus**

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.

Reading List**Compulsory Readings**

	Title
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.

Additional Readings

	Title
1	Nil