

# IS6641: ECOMMERCE BUSINESS STRATEGIES AND MANAGEMENT

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

eCommerce Business Strategies and Management

### Subject Code

IS - Information Systems

### Course Number

6641

### Academic Unit

Information Systems (IS)

### College/School

College of Business (CB)

### 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

IS5642 Electronic Business Strategies and Management  
IS6640 Information Systems Planning and Strategy

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The aim of this course is to acquire necessary skills for developing and implementing strategies for eCommerce businesses.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate conceptual skills integrating previously learned aspects of strategy development, management and electronic commerce.	10			
2	Generate a deep understanding of successful eCommerce strategies and the role of strategy versus implementation in building eBusinesses.	25			
3	Assess financial performance of existing eCommerce businesses and evaluate the business' s future chances of success in the near and long term.	15			
4	Design a framework for discovering electronic commerce opportunities by applying strategic analysis methods and tools.	15			
5	Design a strategy and business plan based on an innovative idea for an eCommerce business that can be executed and implemented under real life scenarios.	35	x	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.

### Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	LTA1 Seminar	Students will involve in a mixture of lecture and case discussion to enable discussion on aspects of eCommerce strategy and implementation. Case studies of both successful and unsuccessful e-ventures will be used to illustrate management practice, to introduce students to the concepts, opportunities and risks inherent in eCommerce strategy development, and to provoke discussion.	1, 2, 3, 4, 5	

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1 AT1. Seminar Exercises and Participation Each seminar will include the opportunity for students to engage in discussion about electronic commerce related organizational cases.	1, 2, 3, 4, 5	50	-	Yes

2	AT2. Group Project  Students are required to undertake a team-based assignment such as strategy and business plan development for businesses of the students' choice to reinforce the newly acquired concepts. Innovation and creativity are strongly encouraged in formulating a practical ecommerce solution for real life businesses in this group project.	1, 2, 3, 4, 5	50	-	Yes
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**Continuous Assessment (%)**

100

**Minimum Continuous Assessment Passing Requirement (%)**

50

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

AT1. Seminar Exercises and Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to demonstrate conceptual skills integrating previously learned aspects of strategy development, management and electronic commerce

**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**

AT1. Seminar Exercises and Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Capability to develop a deep understanding of successful eCommerce strategies and the role of strategy versus implementation in building eBusinesses

**Excellent**

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**Assessment Task**

AT1. Seminar Exercises and Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Ability to assess financial performance of existing eCommerce businesses and evaluate the business' s future chances of success in the near and long term

**Excellent**

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AT1. Seminar Exercises and Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

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**Criterion**

Capability to develop a strategy and business plan based on an innovative idea for an eCommerce business that can be executed and implemented under real life scenarios

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**Assessment Task**

AT2. Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

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## Part III Other Information

**Keyword Syllabus**

- a. Overview of a business model: business strategy & plans (and the role of IS in their formulation), eCommerce strategy and plans.
- b. eCommerce strategy: Understanding the objectives and strategies of various types of eBusinesses (including pure “internet players” and other “brick and click” players; identification of underlying business models; alignment of eCommerce strategy and business strategy (if applicable). Exit strategies (IPOs, buyouts, etc.). Spotting of new trends. Implementation: Forming a management team, securing of financing funds (financial backers, timing of financing rounds, assessing financial needs, etc.), hiring of staff, negotiation techniques (financial funding, equipment, etc.), timing/planning of advertising campaigns, managing website development/launch, assessing technical requirements (hardware/software), understanding of operations “behind” the website.
- c. Financial performance assessment: Evaluation of revenue models and cost structures. Future business success: Short-term and long-term revenue/cost forecasting for eCommerce businesses.
- d. Market/industry analysis: analysis of industry structures, product life cycle, growth directions, coping with strategies of other industry incumbents.

e. Business plans: Contents and structure; successful presentation formats.

### Reading List

#### Compulsory Readings

Title	
1	Nil

#### Additional Readings

Title	
1	Alexander Osterwalder, Yves Pigneur. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley and Sons; 1st edition, 2010.
2	Eric Ries. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown Business; 1st Edition, 2011.
3	Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, Deborrah C. Turban. Electronic Commerce: A Managerial and Social Networks Perspective, 8th edition, Springer, 2015.
4	Dave Chaffey. E-Business and E-Commerce Management: Strategy, Implementation and Practice. 5th edition, Prentice Hall, 2011.