

FB8011I: ELECTRONIC BUSINESS STRATEGY AND MODELS

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Electronic Business Strategy and Models

Subject Code

FB - College of Business (FB)

Course Number

8011I

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

D8 - Professional Doctorate

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

With the continuous development of information technology and innovative business models, new Internet-based E-business strategies and models have been emerging one after another, and the development of E-business is especially strong in China, attracting global attention. These new strategies and business models have a great impact on our life and work, however, their business value and development patterns are far from being understood and explored. This course aims at introducing new Internet-based business strategy and models, especially the changes to traditional business model and management brought by new technologies, for example, enterprise 2.0 and social network marketing, etc. It will help students understand the new features and up-to-date applications of the Internet and its technologies, learn how E-business strategy and models improve enterprise efficiency in terms of marketing, R&D, logistics, sales, internal operation, etc. Building on this foundation, this course will further discuss the theoretical issues and contemporary research related to the design process of E-business strategy and model, and will cultivate the abilities of students to conduct practical research and implement E-business strategy and models.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the features and trends of Internet application.		x	x	x
2	Describe mainstream technologies, their applications and relevant business research.		x	x	x
3	Explain how new Internet technologies and applications improve enterprise efficiency in terms of marketing, R&D, logistics, etc.		x	x	x
4	Understand the basic theory, contemporary issues and methodologies of E-business research.		x	x	x
5	Develop the abilities to carry out practical research and implement E-business strategy and models.		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	LTA 1	Classroom Instruction.	1, 2, 3, 4, 5	
2	LTA 2	Case Study and Analysis	1, 2, 3, 4, 5	
3	LTA 3	Literature Review: In-class Discussion and Group Presentation	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?	
1	Class attendance and participation	1, 2, 3, 4, 5	30	The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes
2	Group report	1, 2, 3, 4, 5	30	The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes
3	Individual research proposal	1, 2, 3, 4, 5	40	The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Class attendance and participation

Criterion

Class attendance and participation (30%): Through in-class participation and discussion, students will gain a better understanding of E-business strategy and models and relevant research issues.

Excellent

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Assessment Task

Group report

Criterion

Group report (30%): Each group of students will choose and read a research article (assigned by the instructor). Each group will analyze this research article, discuss the objectives, methods and contributions of the research, etc., present the research analysis report in class, and explore potential research opportunities and research methods in this respect.

Excellent

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Assessment Task

Individual research proposal

Criterion

Individual research proposal (40%): Students are required to choose a research topic or problem which they are interested in addressing and can contribute to their jobs or industries and submit a research proposal including the research topic/problem, concept map/research framework, methods and expected contributions. Individual research proposal will be assessed in terms of significance of the research problem, innovation of the research, feasibility and expected contributions, etc.

Excellent

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Part III Other Information**Keyword Syllabus**

Concept and Overview

- Concept of E-business
- Status quo and trend of E-business
- Overview of strategy and models of E-business

E-business Models and Their Economic Analysis

- B2B model and its innovation
- Online retail market model and its innovation
- Economic analysis of E-business

Research on E-business and its Features

- Five keywords of Web2.0
- SNSs
- Enterprise 2.0

Applications of E-business

- Social media marketing
- Inbound marketing
- Collective intelligence and crowd sourcing

E-business Strategy Implementation: Analysis Technique I

- Analysis of channel determination
- Effect analysis of search optimization and Internet ads

E-business Strategy Implementation: Analysis Technique II

- Product recommendation and website analysis
- Competition information analysis

Workshop on Research Thesis I

- Application of the survey method in the E-business research
- Application of the experiment method in the E-business research

Workshop on Research Thesis II

- Application of the case study method in the E-business research
- Application of the econometrics method in the E-business research
- Course summary

Reading List**Compulsory Readings**

Title	
1	An up-to-date reading list containing book chapters and recent journal articles on each specific topic will be distributed in class.

Additional Readings

Title	
1	An up-to-date reading list containing book chapters and recent journal articles on each specific topic will be distributed in class.