

**City University of Hong Kong
Course Syllabus**

**offered by Department of Information Systems
with effect from Semester A 2018 / 2019**

Part I Course Overview

Course Title: Website Design for e-Commerce

Course Code: IS4030

Course Duration: One Semester (13 weeks)

Credit Units: 3

Level: B4

Arts and Humanities

Proposed Area:
(for GE courses only)

Study of Societies, Social and Business Organisations

Science and Technology

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

(A 150-word description about the course)

In the past years, business-to-consumer (B2C) e-Commerce has grown exponentially. Yet B2C e-Commerce still only represents a fraction of all B2C transactions, so this growth is likely to continue. Cloud computing, social media and the pervasiveness of mobile devices have made it easy for companies to launch an online presence and connect with their customers, leading to ever-increasing competition in B2C e-Commerce; thus, it becomes ever more important for businesses to have well-designed Websites to connect with their customers across a variety of devices. In this course, you will learn about the key concepts of Human-Computer Interaction and visual design, in particular in the context of e-Commerce Website design. In addition, you will develop practical skills in applying these principles and using Web development tools and languages (e.g., HTML, CSS, JavaScript) enabling you to develop effective websites for e-Commerce. Finally, you will learn about critical metrics for evaluating e-Commerce Websites and testing the effectiveness of design changes.

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.	Explain the principles of human-computer interaction and how they are used in the design of e-Commerce Websites.	25%	✓	✓	
2.	Creatively apply the principles of Web design and use Web development tools to develop effective e-Commerce Websites.	30%		✓	✓
3.	Discover and apply appropriate evaluation metrics to assess the effectiveness of typical e-Commerce Websites.	15%		✓	
4.	Demonstrate creative problem solving skills in designing e-Commerce Websites.	20%		✓	✓
5.	Exercise good communication and interpersonal skills in a Website design team project.	10%	✓	✓	
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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 (if applicable)
		1	2	3	4	5	
TLA1: Lectures	Formal presentations of the concepts and principles of HCI in general and the application of sound HCI principles in designing e-Commerce Websites in particular.	✓	✓	✓			Seminar: 3 Hours/Week
TLA2: Case Studies	Critical reviews of specific applications of HCI concepts and principles in real-world e-Commerce Websites.	✓	✓	✓	✓	✓	
TLA3: System Demonstrations	System demonstrations to highlight the operational characteristics of Website development tools for creating effective e-Commerce Websites.		✓	✓			
TLA4: Practical Workshops	Use of various Website development tools to develop hands-on skills in constructing e-Commerce Websites.		✓		✓		
TLA5: On-Line or In-Class Discussion	Sharing of and self-reflection on the concepts, techniques, and methods for designing effective e-Commerce Websites.	✓		✓	✓	✓	

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: 60%							
<u>AT1. Tutorial Exercises, Assignments and Quizzes</u> Each tutorial consists of exercises, quizzes, small group discussions, self-reflection, or student presentations to assess students' understanding of the topics and their abilities to apply their skills.	✓	✓	✓	✓	✓	30%	
<u>AT2. Group Project</u> A group project, which includes a project report and presentation, will let students apply Web site design principles and techniques to develop e-Commerce sites.	✓	✓	✓	✓	✓	30%	
Examination: 40% (duration: one 2-hour exam)							
<u>AT3. Examination:</u> A written examination to assess student's competence level of the taught subjects.	✓	✓	✓			40%	
* The weightings should add up to 100%.						100%	

[#] Remark: Students must pass BOTH coursework and examination in order to get an overall pass in this course.

5. Assessment Rubrics

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

Assessment Task (AT)	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
AT1. Tutorial Exercises, Assignments and Quizzes	Ability to explain the principles of human-computer interaction and how they are used in the design of e-Commerce Websites.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to creatively apply the principles of Web design and use Web development tools to develop effective e-Commerce Websites.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to discover and apply appropriate evaluation metrics to assess the effectiveness of typical e-Commerce Websites.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to individually demonstrate creative problem solving skills in designing e-Commerce Websites.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to exercise good communication and interpersonal skills in a Website design team project.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT2. Group Project	Ability to explain the principles of human-computer interaction and how they are used in the design of e-Commerce Websites.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to creatively apply the principles of Web design and use Web development tools to develop effective e-Commerce Websites.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to discover and apply appropriate evaluation metrics to assess the effectiveness of typical e-Commerce Websites.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to collaboratively demonstrate creative problem solving skills in designing e-Commerce Websites.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to exercise good communication and interpersonal skills in a Website design team project.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT3. Examination	Ability to explain the principles of human-computer interaction and how they are used in the design of e-Commerce Websites.	High	Significant	Moderate	Basic	Not even reaching marginal levels

Ability to creatively apply the principles of Web design and use Web development tools to develop effective e-Commerce Websites.	High	Significant	Moderate	Basic	Not even reaching marginal levels
Ability to discover and apply appropriate evaluation metrics to assess the effectiveness of typical e-Commerce Websites.	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.)

Relationship between Website design and e-Commerce; Basics of Web publishing; E-Commerce Website design principles; Typography, colors, tables, navigation, and graphics; Testing e-Commerce Websites; Marketing and maintaining e-Commerce Websites, HTML, CSS, JavaScript.

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.	Patrick M. Carey, <u>New Perspectives on HTML5, CSS3, and JavaScript</u> , Cengage Learning, 2018, 6th Edition, ISBN-10: 1-305-50392-9 ISBN-13: 978-1-305-50392-2.
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2.2 Additional Readings

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

1.	McManus, S., <u>Web Design in Easy Steps</u> , 6th Edition, 2014, ISBN: 978-1-84078-625-5.
2.	Duckett, J., <u>HTML & CSS: Design and Build websites</u> , Wiley, 2011, ISBN: 978-1-118-00818-8.
3.	Miller, B., <u>Above the Fold</u> , How Books, 2011, ISBN: 978-1-4403-0842-0.
4.	Franz, L., <u>Typographic Web Design: How to Think Like a Typographer in HTML and CSS</u> , Wiley, 2012, ISBN: 978-1-119-97687-5.

2.3 Online Resources

Course reading materials will be augmented by articles from journals such as the Communications of the ACM, and by whitepapers and other materials available on-line.