

**City University of Hong Kong
Course Syllabus**

**offered by Department of Information Systems
with effect from Semester A in 2017 / 2018**

Part I Course Overview

Course Title: O2O Services

Course Code: IS4538

Course Duration: One Semester (13 weeks)

Credit Units: 3

Level: B4

Arts and Humanities

Proposed Area: Study of Societies, Social and Business Organisations

(for GE courses only)

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)

- Today's companies are moving from traditional business models to an online-to-offline services model, in which they run their business and provide services using various kinds of online platforms and cloud technologies. Such online-to-offline services can bring substantial benefits to the business, including reducing costs, increasing scalability, allowing for remote access, reducing the potential impact of system-related disasters, easing implementation, increasing response time, and automating updates;
- Upon completion of this course, students will be able to design, and manage online-to-offline services and they will ride on the wave of business driven technological environment;
- Introduce conceptual and applied knowledge about the online-to-offline service strategies, online-to-offline service design, online-to-offline service quality and online-to-offline service technologies;
- Familiarize students with online-to-offline services relevant for Hong Kong's and the global business environment.

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 nature and key roles of online-to-offline services.	22%	✓	✓	
2.	Demonstrate the attitude and ability to discover the online-to-offline service package, strategic vision and blueprint.	22%	✓	✓	
3.	Demonstrate the attitude and ability to discover and manage online-to-offline service applications.	22%	✓	✓	
4.	Demonstrate the attitude and ability to discover the latest online-to-offline service technology (i.e., cloud computing).	22%	✓	✓	
5.	Work productively as part of a project team, to solve a real world online-to-offline service management issue or to propose how to convert a traditional service into an online-to-offline service.	12%			✓
		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. Lecture	Concepts and models of online-to-offline service management are explained by the instructor, and students are divided into small groups to analyse and generate their own concept maps about the subject topic just taught.	✓	✓	✓	✓		Seminar: 3 Hours/ Week
TLA2. Case studies	The specific professional online-to-offline service such as Uber, Airbnb, Amazon web services, Google application services, Microsoft online services, Salesforce.com, Groupons, eBay, Yahoo!, WeChat, AliPay and Facebook will be on our focus.	✓	✓	✓	✓		
TLA3. Practical	Developing the hands-on skills for different online-to-offline application services.	✓				✓	
TLA4. Online-to-offline discussion	It is a means of self-reflection and sharing concepts, techniques, and methods for the management of online-to-offline services among students within or after formal classes.		✓	✓	✓		
TLA5. Walkthrough	Real-world commercial or free online-to-offline services concepts are discussed and critically evaluated.	✓	✓	✓	✓		

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>							
AT1. Tutorial Exercises		✓		✓	✓	20%	
AT2. Group Project	✓	✓	✓	✓	✓	30%	
Examination: <u>50%</u> (duration: 2 hours)							
AT3. Examination	✓	✓			✓	50%	
						100%	

* The weightings should add up to 100%.

** 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 exercise	Ability to accurately describe all key theories of O2O services; with understanding of the measurement and evaluation of O2O tools.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Attitude and capability to design relevant creative O2O solutions to sustain the growth of business.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Interpersonal capacity to work in a team and ability to communicate effectively and propose creative O2O solutions.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT2. Group Project:	Ability to apply methodologies and strategies of O2O service.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to explain the knowledge to devise and evaluate effective O2O strategies for problem solving.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capacity to work in teams to design and develop innovative O2O solutions; to support a complete range of daily life activities and life-long learning.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Attitude and capability to design relevant creative O2O solutions to sustain the growth of business.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Interpersonal capacity to work in a team and ability to communicate effectively and propose creative information management solutions to solve global business problems.	High	Significant	Moderate	Basic	Not even reaching marginal levels

AT3. Final Examination	Ability to accurately describe all key concepts of O2O used by business.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to explain how O2O business processes improve corporate efficiency and effectiveness in a keen competition.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to apply O2O model to solve business problems.	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.)

Online-to-offline (O2O) services adoption by businesses; Online-to-offline services technologies and design; Cloud computing; Digital marketing; Online crowd sourcing; Software as a service for online services; Quality and integration of online-to-offline services.

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.	Ted Schadler, Josh Bernoff, Julie Ask, <u>The Mobile Mind Shift: Engineer Your Business to Win in the Mobile Moment</u> , 2014, Groundswell Press, ISBN-13: 978-0991361007.
2.	Efraim Turban, David King, Jae Lee, T.P. Liang, Deborrah Turban, <u>Electronic Commerce 2012: A Managerial and Social Networks Perspective</u> , ISBN: 9780273761341.

2.2 Additional Readings

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

1.	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, <u>Services Marketing</u> , 5th edition, 2009. ISBN-13 9780073380933.
2.	James A. Fitzsimmons, UNIV OF TEXAS AT ASTIN Mona J Fitzsimmons, <u>Service Management: Operations, Strategy, Information Technology w/Student CD</u> , 6th edition, 2008. ISBN-13 9780077228491.
3.	Leonard L. Berry, Kent D. Seltman, <u>Management Lessons from Mayo Clinic: Inside One of the World's Most Admired Service Organizations</u> , 1st edition, 2008. ISBN-13 9780071590730.
4.	Eric J. Feldman (2007-07-30), <u>The Eight Essential Elements of an IT Service Lifecycle</u> . ITSMWatch.com. http://www.itsmwatch.com/itil/article.php/3691561 . Retrieved on 2007-12-15.
5.	Peter O'Neill (2006-10-20), <u>Topic Overview: IT Service Management</u> , Forrester Research. http://www.forrester.com/go?docid=40558 . Retrieved on 2007-06-06.
6.	Carrie Higday-Kalmanowitz, Sandra E. Simpson, <u>Implementing Service and Support Management Processes</u> , van Haren Publishing, 2005. ISBN 90-77212-43-4.
7.	IT Service Management Forum, van Bon, J. ed., <u>IT Service Management: An Introduction</u> , Van Haren Publishing, 2002. ISBN: 90-806713-4-7. Emphasis added.

8.	Van Bon, J., The guide to IT service management, Addison Wesley, 2002. ISBN: 0-201-73792-2.
----	---