

IS4030: WEBSITE DESIGN FOR E-COMMERCE

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Website Design for e-Commerce

Subject Code

IS - Information Systems

Course Number

4030

Academic Unit

Information Systems (IS)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Explain the principles of human-computer interaction and how they are used in the design of e-Commerce Websites.	25	x	x	
2	Creatively apply the principles of Web design and use Web development tools to develop effective e-Commerce Websites.	30		x	x
3	Discover and apply appropriate evaluation metrics to assess the effectiveness of typical e-Commerce Websites.	15		x	
4	Demonstrate creative problem solving skills in designing e-Commerce Websites.	20		x	x
5	Exercise good communication and interpersonal skills in a Website design team project.	10	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.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	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.	1, 2, 3 Seminar:3 Hours/Week

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

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 AT1: Tutorial Exercises, Assignments and Quizzes 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.	1, 2, 3, 4, 5	30	
2 AT2: Group Project 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.	1, 2, 3, 4, 5	30	

Continuous Assessment (%)

60

Examination (%)

40

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task

AT1: Tutorial Exercises, Assignments and Quizzes

Criterion

Ability to explain the principles of human-computer interaction and how they are used in the design of e-Commerce Websites.

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: Tutorial Exercises, Assignments and Quizzes

Criterion

Ability to creatively apply the principles of Web design and use Web development tools to develop effective e-Commerce Websites.

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: Tutorial Exercises, Assignments and Quizzes

Criterion

Ability to discover and apply appropriate evaluation metrics to assess the effectiveness of typical e-Commerce Websites.

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:Tutorial Exercises, Assignments and Quizzes

Criterion

Ability to individually demonstrate creative problem solving skills in designing e-Commerce Websites.

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:Tutorial Exercises, Assignments and Quizzes

Criterion

Ability to exercise good communication and interpersonal skills in a Website design team project.

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

AT2:Group Project

Criterion

Ability to explain the principles of human-computer interaction and how they are used in the design of e-Commerce Websites.

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

AT2:Group Project

Criterion

Ability to creatively apply the principles of Web design and use Web development tools to develop effective e-Commerce Websites.

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

AT2:Group Project

Criterion

Ability to discover and apply appropriate evaluation metrics to assess the effectiveness of typical e-Commerce Websites.

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

AT2:Group Project

Criterion

Ability to collaboratively demonstrate creative problem solving skills in designing e-Commerce Websites.

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

AT2:Group Project

Criterion

Ability to exercise good communication and interpersonal skills in a Website design team project.

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

AT3:Examination

Criterion

Ability to explain the principles of human-computer interaction and how they are used in the design of e-Commerce Websites.

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

AT3:Examination

Criterion

Ability to creatively apply the principles of Web design and use Web development tools to develop effective e-Commerce Websites.

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

AT3:Examination

Criterion

Ability to discover and apply appropriate evaluation metrics to assess the effectiveness of typical e-Commerce Websites.

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

Part III Other Information

Keyword Syllabus

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.

Reading List**Compulsory Readings**

Title	
1	Patrick M. Carey, New Perspectives on HTML5, CSS3, and JavaScript, Cengage Learning, 2018, 6th Edition, ISBN-10: 1-305-50392-9 ISBN-13: 978-1-305-50392-2.

Additional Readings

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