IS4538: O2O SERVICES

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
O2O Services

Subject Code
IS - Information Systems
Course Number
4538

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

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.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Explain the nature and key roles of online-to-offline services.	22	x	x	
2	Demonstrate the attitude and ability to discover the online-to-offline service package, strategic vision and blueprint.	22	x	x	
3	Demonstrate the attitude and ability to discover and manage online-to-offline service applications.	22	x	x	
4	Demonstrate the attitude and ability to discover the latest online-to-offline service technology (i.e., cloud computing).	22	x	x	
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			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.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.	1, 2, 3, 4	Seminar:3 Hours/ Week
2	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.	1, 2, 3, 4	Seminar:3 Hours/ Week
3	TLA3.Practical	Developing the hands-on skills for different online-to-offline application services.	1, 5	Seminar:3 Hours/ Week
4	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.	2, 3, 4	Seminar:3 Hours/ Week
5	TLA5.Walkthrough	Real-world commercial or free online-to-offline services concepts are discussed and critically evaluated.	1, 2, 3, 4	Seminar:3 Hours/ Week

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	AT1. Tutorial Exercises	2, 4, 5	20	
2	AT2. Group Project	1, 2, 3, 4, 5	30	

Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task

AT1. Tutorial exercise

Criterion

Ability to accurately describe all key theories of O2O services; with understanding of the measurement and evaluation of O2O tools.

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 exercise

Criterion

Attitude and capability to design relevant creative O2O solutions to sustain the growth of business.

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 exercise

Criterion

Interpersonal capacity to work in a team and ability to communicate effectively and propose creative O2O solutions.

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 apply methodologiesand strategies of O2O service.

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 knowledgeto devise and evaluate effective O2O strategies for problem solving.

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
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.

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
Attitude and capability to design relevant creative O2O solutions to sustain the growth of business.

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

Interpersonal capacity to work in a team and ability to communicate effectively and propose creative information management solutions to solve global business problems.

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. Final Examination

Criterion

Ability to accurately describe all key concepts of O2O used by business.

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. Final Examination

Criterion

Ability to explain how O2O business processes improve corporate efficiency and effectiveness in a keen competition.

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. Final Examination

Criterion

Ability to apply O2O model to solve business problems.

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

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.

Reading List

Compulsory Readings

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

Additional Readings

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