IS2505: E-BUSINESS

Effective Term
Semester A 2024/25

Part I Course Overview

Course Title
e-Business

Subject Code
IS - Information Systems
Course Number
2505

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
CB2505 E-Business

Exclusive Courses
Nil

Part II Course Details

Abstract
The evolving trend of E-Business involves a wide adoption of "Internet+" technologies (e.g. social networks, mobile apps, big data and cloud services) and the use of data-driven approach. On completion of this course, students should be able

to understand the emerging E-Business ecosystems, which has fundamentally changed the way on how organizations conduct business. The course emphasizes on the key concepts related to the business and technology aspects of conducting E-Business. Students will build conceptual and logical knowledge and capabilities in four areas: 1) Fundamentals of E-Business and 2) E-Business technologies and applications (e.g., Internet and web technologies, online media), 3) Data-driven approach (e.g., predictive analytics), 4) E-Business strategies (e.g., e-commerce and data-centric business models).

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify the concepts, technologies, data-driven approach and business models of E-Business.	30	x	x	
2	Critically analyse the application of Internet technologies (e.g. social, mobile, big data and cloud services) that can improve the efficiency and effectiveness of businesses.	30	x	x	x
3	Formulate effective solutions to address e-business challenges.	20	x	x	x
4	Apply good communication and interpersonal skills in presenting E-Business solutions.	20	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	LTA1: Lecture: Concepts and general knowledge of information systems are explained.	In-class discussion: Students will participate in discussions in lectures (e.g. face-to-face discussion, using digital devices). Recap: In the beginning of every lecture, the lecturer will try to highlight the key topics covered in the previous lecture.	1, 2	2 Hours/ Week

2	LTA2: Tutorial: The tutorial covers the managerial, analytical and technical aspects of various e-business applications.	Tutorial exercises: Student will experience case studies, discussion and hands-on activities on operations function and e-business management. Case/ Group project discussion: Students will be given a case/project to analyze and discuss.	3, 4	1 Hour/ Week
3	LTA3:Outside classroom activities: Additional help provided outside official class time.	Readings and Case studies: Students will study business cases and related readings with IT. Further discussion and practical exercises in relation to the business cases can be conducted in tutorial sessions. Online Social Media: Online social media is leveraged to provide a platform that enables students and teachers to discuss issues related to the teaching topics anytime anywhere.	2, 4	1 Hour/ Week

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	AT1: Tutorial Exercises10% is given for student’ s participation in terms of quality of questions, answers and student engagement for tutorial exercises and case studies.	2	10	
2	AT2: Group ProjectThe project is designed to test students’ ability in proposing E-Business plan. Second part of the project is designed to test students’ abilities in designing and applying IT and data-driven approach to support their proposal and the delivery of goods and services identified in first part.	3, 4	25	

3	AT3: Written Test or AssignmentThe individual test or assignment is designed to gauge the student’ s grasp on e-business management and data analytics concepts and knowledge, as well as the ability to discover new knowledge and apply them to solve business problems in realistic business situations.	1	25	

Continuous Assessment (%)

60

Examination (%)

40

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task

AT1:Tutorial Exercises

Criterion

Ability to accurately describe all key concepts, technologies, data-driven approach and business models for electronic business; with understanding of the measurement and evaluation of related 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

AT2:Group Project

Criterion

Ability to discover and design effective e-business 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
Capacity to work in teams and to communicate business information effectively in various formats; 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
AT3:Written Test or Assignment

Criterion
Capacity for self-directed learning towards understanding e-business concepts, technologies, data-driven approach, business models and problems and providing effective 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
AT4:Final Examination

Criterion
Ability to accurately describe all key concepts, technologies, data-driven approach and business models for electronic business; with understanding of the measurement and evaluation of related 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
AT4:Final Examination

Criterion
Ability to discover and design effective e-business 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

Part III Other Information

Keyword Syllabus

Electronic commerce; Electronic business; Typical electronic business models and revenue models; Platforms; Sharing Economy; Workflow digitization; Data-driven business model; Data-driven operations; Data-analytical thinking; Internet and web technologies; Concepts on predictive analytics; Social and mobile commerce, Social media and marketing; Online communities; E-Business strategy and performance measurement; E-Businesses Security and Privacy.

Reading List

Compulsory Readings

	Title
1	Kenneth Laudon and Carol Traver, E-Commerce 2023-2024: business. technology. society., 18th Global Edition, Pearson, 2023, ISBN: 9781292449722.
2	Foster Provost and Tom Fawcett, Data Science for Business: What You Need to Know About Data Mining and Data-Analytics Thinking, O’ Reilly, 2013, ISBN: 9781449361327.

Additional Readings

	Title
1	Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, and Deborrah C. Turban, Electronic Commerce 2018: A Managerial and Social Networks Perspectives, 9th Edition, Springer, 2018, ISBN: 978-3-319-58715-8.
2	Ramesh Sharda, Dursun Delen and Efraim Turban, Business Intelligence, Analytics and Data Science: A Managerial Perspective, 4th Edition, Pearson, 2018, ISBN: 978-0134633282.
3	Arun Sundararajan, The Sharing Economy: The End of Employment and the Rise of CrowdBased Capitalism, MIT Press, 2016, ISBN: 9780262034579.
4	Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary, Platform Revolution: How Networked Markets Are Transforming the Economy--And How to Make Them Work for You, W. W. Norton & Company, 2016, ISBN: 0393249131.
5	Arvind Sathi, Big Data Analytics: Disruptive Technologies for Changing the Game, Mc Press, 2013, ISBN: 978-1583473801.