



FACULTY OF APPLIED SCIENCES
BACHELOR OF SCIENCE IN COMPUTING
LEARNING MODULE OUTLINE

Academic Year	2023/2024	Semester	2
Module Code	COMP322		
Learning Module	Introduction to E-Business		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Dr. KM Chan, Jacob	Email	t1421@mpu.edu.mo
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MODULE DESCRIPTION

The goal of this module is to develop an understanding of the underlying principles of E-Business. This module will expose the students to the basic principles of the technology of e-commerce, and to provide students with the knowledge of various modern e-commerce related concepts and terminologies, including topics on web technologies, security issues, payment options, marketing issues, legal issues, etc.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	Analyze the strengths and weaknesses of the variety of e-business models, i.e., business to business, business to customer, and consumer to consumer etc. (EA1p);
M2.	Determine an appropriate e-business model and apply it to a specific business (ET2p, ET3p);
M3.	Integrate of Management and Computing theories in preparing, as a group project, a business plan of an E-business (EA4p, EP9p);
M4.	Design and present a business plan that is fit for purpose (D1p, D2p, D3p, D6p);
M5.	Illustrate structure and functions of key technologies supporting e-Business (ET2p);
M6.	Explore and identify technical, ethical, and policy issues in electronic business (e.g., security, privacy, and intellectual property rights) as well as how individuals, organizations, and policy makers are addressing these problems (ET2p, ET5p, ET6p)



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5	M6
P1. Select and apply proven methods, tools and techniques to the effective and efficient implementation of information systems;						
P2. Evaluate computer systems in a local area network, and understand the additional requirements for connection to other networks through wide area networks;						
P3. Be competent in system development in the Internet and the web platform;						
P4. Work independently to design and implement a relational database, with an emphasis on how to organise, maintain and retrieve information from a DBMS;						
P5. Acquire essential knowledge in specific fields of computing disciplines including multimedia, security and artificial intelligence;						
P6. Acquire the perceptive skills needed to understand information presented in the form of UML diagram, flow chart or other industry standard formats;						
P7. Understand the need for and use of the necessary mathematical techniques;						
P8. Work independently to develop an understanding of, and the knowledge and skills associated with the general support of computer systems and networks;						
P9. Work as an effective member of a team in the analysis, design and development of software systems;			✓	✓		
P10. Use project planning and management techniques in systems development;			✓	✓		✓
P11. Understand the fundamental and operational issues of computer systems in business environments;	✓	✓	✓	✓	✓	✓
P12. Equip with adequate written, oral communication and interpersonal skills;			✓	✓		
P13. Build the capacity and desire for lifelong learning and to learn advanced and emerging technologies on one's own;			✓			
P14. (For Enterprise Information Systems specialization) Gain an in-depth understanding of the information technology related to enterprise information systems, with an emphasis on development of such systems to support business processes;	✓	✓	✓	✓	✓	
P15. (For Gaming Technology specialization) Acquire the general and advanced knowledge of current technologies and operating environment in the gaming industry;						
P16. (For Computer Education specialization) Acquire the general and practical knowledge of computer education and its practicing environment in secondary education.						



MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1-3	1. Introduction to Electronic Business and E-Marketplace	9
	1.1 Overview of e-Business	
	1.2 E-Marketplace: mechanisms, tools & impact	
4-6	2. Selling & Marketing on the Web	9
	2.1 Retailing in e-Commerce	
	2.2 Consumer Behavior, Internet Marketing and Advertising	
7	3. Business- to- Business e-Commerce	3
	3.1 B2B eCommerce	
8-11	4. Other EB Models and Application	12
	4.1 E-government, Consumer-to- Consumer EB	
	4.2 Mobile Computing & Pervasive Computing	
	4.3 Social Networking	
12-15	5. EB Support Services, Implementation and Issues	12
	5.1 EB Security	
	5.2 Payment System	
	5.3 Regulatory, Ethical & Compliance Issues	
	5.4 Implementation issues	

TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5	M6
T1. Lectures	✓	✓	✓	✓	✓	✓
T2. In-class exercises				✓	✓	

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.



ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	AHEP3 LOs	ILOs to be Assessed
A1. Assignment / Classwork	15	ET2p, ET3p, ET5p, EA1p	M4, M5
A2. Tests	20	ET2p, ET3p, ET5p, ET6p, EA1p	M1, M2, M5
A3. Group Project	25	EA4p, D1p, D2p, D3p, D6p, ET2p, ET3p, EP9p	M3, M4, M5
A4. Examination	40	ET2p, ET3p, ET5p, ET6p, EA1p	M1, M2, M5, M6

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

Students with an overall score of less than 35 in the coursework must take the re-sit examination even if the overall score for the module is 50 or above.

Students with a score of less than 35 in the final examination must take the re-sit examination even if the overall score for the module is 50 or above.

Students with an overall final grade of less than 35 are NOT allowed to take the re-sit examination.

REQUIRED READINGS

- Schneider, Gary (2015). *E-business*. (12th Edition), Course Technology

REFERENCES

- Chaffey, D. (2014). *Digital Business and E-Commerce Management*. Pearson.
- Kenneth C Laudon and Carol Traver (2015), *E-Commerce: Business, Technology, Society*, Addison-Wesley.
- Efraim Turban, Jae K. Lee, Ting Peng Liang and Deborrah Turban (2010). *Electronic Commerce 2010: A Managerial Perspective*. Prentice Hall.

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.