FACULTY OF BUSINESS
BACHELOR OF E-COMMERCE
LEARNING MODULE OUTLINE

Academic Year	2023 / 2024	Semester	1
Module Code	ECOM3120 - 311		
Learning Module	E-Business Applications		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
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MODULE DESCRIPTION

This is module outlines the core technologies (digitized SCM, ERP, CRM) to operate an integrated E-Business enterprise and explains their applications in modern businesses. Topics include digitized CRM, ERP, and SCM tools, Business Process Management (BPM), the basics of KM and Social Networking. A commercial software product such as Microsoft Dynamics or Oracle E-Business Suite will be used as students' labs.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

M1.	define concepts of core technologies;
M2.	differentiate the technologies and their applications;
M3.	evaluate the strategic opportunities and threats created by technology platform;
M4.	analyze the business processes for both efficiencies and safety;
M5.	recommend the proper level of process record and checking under various conditions.

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

PILOs	M1	M2	M3	M4	M5
P1. Demonstrate an understanding of the business processes and operations and the skillful realization of information technologies required to practice electronic commerce;		✓		✓	
P2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce;					

P3.	Analyze critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives;	✓		✓		
P4.	Select and apply tools and technologies to effectively implement electronic commerce systems in business intelligence, enterprise resources planning, supply chain management, and customer relationship management;			✓		✓
P5.	Develop relationships, motivate others, manage conflicts, lead changes, and work across differences in multi-disciplinary electronic commerce projects;					
P6.	Communicate and work effectively using written and spoken word, non-verbal language, and electronic tools with fellow professionals and different stakeholders in the electronic commerce industry;					
P7.	Demonstrate a global electronic commerce perspective as evidenced by an understanding of foreign languages and the role of Macau as an interface between the East and the West;					
P8.	Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and abilities;			✓		
P9.	Conduct research and devise innovative electronic commerce models to exploit business opportunities; and					
P10.	Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society comprehensively.					

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Chapter 1 Introduction - Overview and project briefing Chapter 2 Introduction to CRM - Kinds and stages of CRM applications	3 hours
2	Chapter 2 - Marketing applications of deep learning - Marketing-specific applications	3 hours
3	Chapter 3 BPM - Nature of organization, value chain and Business Process - Business details in support activities	3 hours
4	Chapter 4 System - understanding the enterprise systems architecture - enterprise architecture and system setup	3 hours
5	Chapter 5 Accounting - Simple review of accounting concepts in enterprise system Chapter 6 Procurement - Procurement flow and purchasing order	3 hours

6	Chapter 6 - Order processing and verifications	3 hours
7	Midterm Exam - Reviewing midterm exam result and briefing for project presentations	3 hours
8	Project Demo - Project audit, comments and corrections	3 hours
9	Chapter 7 Fulfillment - Fulfillment, quotation, sales order, order processing and issue	3 hours
10	Chapter 7 - Process Modeling in Process Discovery, illustrated by Fulfillment Chapter 8 Production management - Production, bill of material	3 hours
11	Chapter 8 - work order, order processing and goods issue	3 hours
12	Chapter 9 Knowledge management - KM and its conversion Models	3 hours
13	Chapter 10 Social network - Applications in enterprise	3 hours
14	Project Presentation	3 hours
15	Final examination	3 hours

TEACHING AND LEARNING ACTIVITIES

Students are required to prepare for and actively participate in lectures. Other than passive listening, they are expected to practice, take notes and ask questions in class. The projects expect students to be creative. Students should apply the module material as well as knowledge from other subjects for their group project. For the examination preparation, they are encouraged to study in group discussions with all sorts of reference materials, including videos. Students are also strongly encouraged to participate in class learning activities. As mature university students, they should demonstrate the efforts to think and answer questions in classes and show active learning attitude. 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
T1. Lectures: change management theories, concepts, and approaches will be presented using multimedia instructional materials. Q&A: It allows interactions between instructor and students.	✓	✓	✓	✓	✓
T2. Project: 5 to 6 students will be required to work as a group to complete a group project. This group project will be designed to promote students intellectual, social and presentation skills and help to prepare them for the real world in which teamwork and collaboration are important		✓	✓	✓	✓
T3. Preparation: Students must read teaching materials before coming to the class. They will be asked to work on problems or respond to key conceptual issues during the	✓	✓		✓	

class hour.		
- Midterm exam will be given to students in order to motivate them to review what they have learned.		

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 (%)	ILOs to be Assessed
A1. Project	35	M2 – M5
A2. Midterm	25	M1, M2, M4
A3. Examination	40	M1 – M5

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. Project is not assignment. Students are required of their critical thinking, problem solving skills, collaboration, and various forms of communication. To answer a driving question and create high-quality work, students need to do much more than remember information. They need to use higher-order thinking skills and learn to work as a team. (ref. https://www.pblworks.org/what-is-pbl)

MARKING SCHEME

	Assessment Tasks	Criteria	Excellent (A, A-)	Very Good, Good (B+, B, B-)	Satisfactory (C+, C, C-)	Pass (D+, D)	Fail (F)
			88-100	73 - 87	58 - 72	50 - 57	0 – 49
1.	Group Project	Demonstrate the **understanding** of the subject and the **ability** to solve problems with <u>articulated</u> arguments in <u>well-organized</u> oral presentation and written report	High	Significant	Moderate	Basic	Not even reaching marginal levels

2.	Mid-term test and Final examination	Demonstrate the **ability** to **identify** and **apply** appropriate concepts, methods and techniques	High	Significant	Moderate	Basic	Not even reaching marginal levels

REQUIRED READINGS

Textbook(s)

1. Simha R. Magal & Jeffrey Word (2012) Integrated Business Processes with ERP Systems, Wiley, ISBN 978-0470478448.

2. Yu, B. (2023). Deep Learning Applications for Interactive Marketing in the Contemporary Digital Age. The Palgrave Handbook of Interactive Marketing, 705-728. https://link.springer.com/chapter/10.1007/978-3-031-14961-0_31

3. Yu, T.W. and To, W.M. (2011) "The Importance of Input control to work performance under the agency theory framework," *International Journal of Human Resource Management*, Vol.22, No.14, pp.2874-91.

4. José Osvaldo De Sordi (2023) Management by Business Process: A Managerial Perspective of People, Process, and Technology, Springer, ISBN 9783031116360 https://www.barnesandnoble.com/w/management-by-business-process-jos-osvaldo-de-sordi/1141676989.

5. Marlon Dumas, Marcello La Rosa, Jan Mendling & Hajo A. Reijers (2018) Fundamentals of Business Process Management, Springer, ISBN 3662565080.

REFERENCES

1. Nonaka, I., & Toyama, R. (2015). The knowledge-creating theory revisited: knowledge creation as a synthesizing process. In The essentials of knowledge management (pp. 95-110). Palgrave Macmillan, London.

2. Del Giudice, M., Soto-Acosta, P., Carayannis, E., & Scuotto, V. (2018). Emerging perspectives on business process management (BPM): IT-based processes and ambidextrous organizations, theory and practice. Business Process Management Journal, 24(5), 1070-1076.

3. Swan, J., Newell, S., Scarbrough, H., & Hislop, D. (1999). Knowledge management and innovation: networks and networking. *Journal of Knowledge management*, *3*(4), 262-275.

4. Sinclaire, J. K., & Vogus, C. E. (2011). Adoption of social networking sites: an exploratory adaptive structuration perspective for global organizations. *Information Technology and Management*, *12*(4), 293-314.

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/.

Note:

1. The above class schedule is tentative and subject to change depending on the progress of the students.
2. Students are responsible for ALL materials covered in class AND in the textbook.