澳門理工大學
Universidade Politécnica de Macau
Macao Polytechnic University

FACULTY OF BUSINES

BACHELOR OF E-COMMERCE

LEARNING MODULE OUTLINE

Academic Year	2023 / 2024	Semester	2
Module Code	ECOM4130-421		
Learning Module	E-Commerce Entrepreneurship		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Dr. Jacob, Chan Ka Man	Email	t1421@mpu.edu.mo
Office	---	Office Phone	---

MODULE DESCRIPTION

This learning module addresses the fundamental requirements for initiating an online business. Students will learn how to turn an idea into a successful electronic business and to execute a business plan with I.T. skills, management knowledge, entrepreneurial attitudes, and an understanding of Internet culture.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

M1.	explain the basic traits of e-commerce entrepreneurship,
M2.	identify funding options for a start-up online business,
M3.	design e-initiatives and e-business transformation,
M4.	apply different approaches to website acquisition,
M5.	evaluate websites on design criteria, such as appearance, navigation and performance,
M6.	organize the provision and delivery of website content,
M7.	determine the effectiveness of support e-services, and
M8.	use web analytics to promote e-business.

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

PILOs	M1	M2	M3	M4	M5	M6	M7	M8
P1. Demonstrate an understanding of the business processes and operations and the skilful 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. Analyse 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.	✓		✓					
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.								

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MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage *	Contact Hours
1	Fundamental Requirements - Entrepreneurial Drive, Internet Culture, Business Plan	3
2	Value Proposition - Value Dimensions, Designing a Value Proposition	3
3	Business Model – Business Model Canvas, Business Model Construction	3
4	Funding and Revenue – Incubators, Angel Investors, Venture Capitalists, Revenue Models	3
5	Adding E-Initiatives - E-Procurement, E-CRM, Webstore, Others	3
6	Website Design - Appearance, Navigation, Performance	3
7	Support Services – Payment, Security, Others	3
8	Website Promotion - Internal Promotion, Search Engine Optimization	3
9	Digital Transformation – Digitalisation, Transformation Processes, Change Management	3
10	Platform Business – Two-sided Value Market, Network Effects	3
11	Artificial Intelligence (AI) and Entrepreneurship - AI as Enablers, Impacts	3
12	E-Business Innovations - Disruptive Innovation, Technology Innovation, Value Innovation	3
4-13	Group Project	3
8-14	Midterm Assessment	3
15	Examination	3

* The indicative content is tentative and subject to change according to the progress of students in the class.

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	M7	M8
T1. Lectures and seminars: Deliver fundamental knowledge through focused lectures and interactive seminars.	✓	✓	✓				✓	
T2. Case studies: Use real-world examples to help students understand the dynamics of e-business start-ups.				✓	✓	✓		
T3. Group discussions: Encourage group debates on issues related to e-commerce entrepreneurship.							✓	✓
T4. Workshops: Conduct hands-on sessions on tools and technologies used in e-commerce.			✓	✓	✓			✓
T5. Problem-solving exercises: Set scenario-based tasks to enhance critical thinking and strategic planning.			✓			✓	✓	✓

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. Group Project: This collaborative assignment involves creating, designing, and presenting an e-business initiative.	30%	1, 3, 5, 6
A2. Midterm Test: This written assessment focuses on knowledge recall and application regarding the fundamentals of e-commerce entrepreneurship.	30%	1, 2, 4, 8
A3. Final Examination: A comprehensive written exam covering all module content, ensuring that students understand the full breadth of e-commerce entrepreneurship.	40%	1, 2, 3, 4, 5, 6, 7, 8

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.

MARKING SCHEME

Grade	Group Project	Midterm Test	Final Examination
Excellent (A, A-; 88% - 100%)	Highly innovative online business initiative that shows a deep understanding of e-commerce essentials. Exceptional use of I.T. skills, and management techniques, along with excellent teamwork and presentation skills.	Demonstrates superior knowledge recall and ability to apply key e-commerce and entrepreneurship principles.	Exceptional understanding and application of all module content, comprehensive and accurate responses, clear structure, and logic.
Good (B+, B, B-; 73% - 87%)	Well-crafted online business initiative that displays a good grasp of e-commerce fundamentals. Good use of I.T. skills and management strategies, coupled with solid teamwork and presentation skills.	Shows good recall of information and ability to apply main concepts correctly.	Good understanding and application of module content, mostly accurate responses with minor errors, good structure, and logic.
Satisfactory (C+, C, C-; 58% - 72%)	Fair online business initiative that covers the basic elements of e-commerce. Satisfactory use of I.T. skills and some management ideas. Acceptable teamwork and presentation skills.	Displays sufficient recall of material and some application of concepts.	Adequate understanding of module content with some inaccuracies, reasonable structure, and logic.
Pass (D+, D; 50% - 57%)	A basic online business initiative showing some understanding of e-commerce necessities. Limited but sufficient use of I.T. skills and teamwork.	Barely adequate knowledge recall and minimal application of key principles.	Basic understanding of module content, many inaccuracies, weak structure, and logic.
Fail (F; 0% -49%)	Undeveloped or poorly designed online business initiative. Lack of understanding of e-commerce essentials and inadequate teamwork.	Insufficient recall of material and inability to apply principles.	Poor understanding of module content, major inaccuracies, lacks structure and logic.

REQUIRED READINGS

- Allen, J.P. (2019), Digital Entrepreneurship, Routledge.
- Duening, T. N., Hisrich, R. A., & Lechter, M. A. (2020). Technology entrepreneurship: Taking innovation to the marketplace. Academic Press.

REFERENCES

- Lai, L.S.L. (2012), E-Business Entrepreneurship: A Greater China Perspective, Sun Yat-Sen University Press.

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.