



FACULTY OF BUSINESS
BACHELOR OF E-COMMERCE
LEARNING MODULE OUTLINE

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|-----------------------|---|---------------|------------------|
| Academic Year | 2024-2025 | Semester | 2 |
| Module Code | Introduction to Information Technology and E-Commerce | | |
| Learning Module | COMP2130-221 | | |
| Pre-requisite(s) | Nil | | |
| Medium of Instruction | English | | |
| Credits | 3 | Contact Hours | 45 |
| Instructor | Dr. Lai Tsz Ming, Terence | Email | tmlai@mpu.edu.mo |
| Office | M530 | Office Phone | 8599 3346 |

MODULE DESCRIPTION

This course introduces the basics of information systems with emphasis on real and virtual world applications. In order to familiarize the student with the concepts and terminologies, the following topics are included: history of information systems; client/server architecture; networking; telecommunications; wireless computing; electronic commerce and system development process. Students will also be introduced with the use of a virtual world tool.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

| | |
|-----|---|
| M1. | Describe the drivers, characteristics, evolution and benefits of e-commerce; |
| M2. | Identify different business-to-customer (B2C) and business-to-business (B2B) models that generate revenue and value; |
| M3. | Understand the major mechanisms and infrastructure that support EC activities; |
| M4. | Define an e-commerce strategy and list the major steps of its implementation; |
| M5. | Evaluate the role of e-payment, order fulfilment, and other support services in e-commerce success; |
| M6. | Recognize the need for security and fraud protection in e-commerce, and be familiar with the major measures involved; and |
| M7. | Assess major e-commerce opportunities, limitations, issues and risks. |

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

| PILOs | M1 | M2 | M3 | M4 | M5 | M6 | M7 |
|---|----|----|----|----|----|----|----|
| P1. Demonstrate an understanding of the business processes and operations and the skillful realization of | ✓ | | ✓ | | ✓ | | |



| | | | | | | | |
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| 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 | Introduction and Overview of the Course (3 hours) | 3 |
| 2 | Overview of E-Commerce (3 hours) | 3 |
| 3-4 | E-Commerce: Mechanisms, Platforms, and Tools (4.5 hours) | 4.5 |
| 4 | Retailing in Electronic Commerce: Products and Services (3 hours) | 3 |
| 5 | Business-to-Business (B2B) EC Models (3 hours) | 3 |
| 6-7 | Innovative EC Systems (4.5 hours) | 4.5 |



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|-------|---|---|
| 8 | Mid-term Assessment (3 hours) | 3 |
| 9 | Mobile Computing and the Internet of Things (3 hours) | 3 |
| 10-11 | Social Commerce (6 hours) | 6 |
| 12 | E-Commerce Security (3 hours) | 3 |
| 13 | E-Payments (3 hours) | 3 |
| 14 | E-Commerce Strategy (3 hours) | 3 |
| 15 | Final Examination (3 hours) | 3 |

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 |
|----------------------------------|----|----|----|----|----|----|----|
| T1. Lectures, | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| T2. videos, | | ✓ | ✓ | | ✓ | ✓ | |
| T3. case studies, | | ✓ | | ✓ | ✓ | | ✓ |
| T4. group discussion | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing [Doctoral/Master's/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. Projects | 20% | M1-M7 |
| A2. Assignments | 20% | M1-M7 |
| A3. Midterm Exam | 20% | M1-M7 |
| A4. Final Exam | 40% | M1-M7 |

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

| | Assessment Task | Criterion | Excellent | Very Good, Good | Satisfactory | Pass | Fail |
|----|--|--|------------|-----------------|--------------|-----------|-----------------------------------|
| | | | A, A- | B+, B, B- | C+, C, C- | D+, D | F |
| | | | 88% - 100% | 73% - 87% | 58% - 72% | 50% - 57% | 0 – 49% |
| 1. | Projects /Assignments (if applicable) | Demonstrate the understanding of the subjects | High | Significant | Moderate | Basic | Not even reaching marginal levels |
| 2. | Oral presentation (if applicable) | Demonstrate the ability to answer questions on topics covered in the outline | | | | | |
| 3. | Midterm / Final / Resit Exam (if applicable) | Demonstrate the understanding of the subject and the arguments are articulated and organized in terms of skills, presentation, writing, concepts, methods and techniques. Be able to provide a specific conclusion / solution in some cases (if applicable) | | | | | |

REQUIRED READINGS

Turban, E. (2018), Electronic Commerce 2018: A Managerial and Social Networks Perspective, Springer.

REFERENCES

Webb, N. J. (2011), The Digital Innovation Playbook: Creating a Transformative Customer Experience, Wiley.
Laudon, K. and Traver, C. (2016), E-Commerce, 12th edition, 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



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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/.