



**FACULTY OF BUSINESS**  
**BACHELOR OF E-COMMERCE**  
**LEARNING MODULE OUTLINE**

Academic Year	2024/25	Semester	2
Module Code	COMP3150-321		
Learning Module	E-commerce Website Construction and Management		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Dr. Thomas Li	Email	spli@mpu.edu.mo
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**MODULE DESCRIPTION**

The course covers aspects of constructing and managing E-Commerce portals. In the context of software engineering, it introduces frameworks to enable long-term development in enterprise applications. On the practical side, the course introduces tools and their capabilities for effective organizational portal management. Applications of virtual world tool will also be revisited here.

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

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

M1.	identify and contrast some emerging technologies for e-commerce portals;
M2.	formulate web development frameworks;
M3.	use a popular content management system to construct an e-commerce portal;
M4.	integrate various tools to break the limitation of the CMS in e-commerce portal development;
M5.	assess e-commerce portal designs based on usability considerations and basic design principles.

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	Web-based Systems	3
2	Web Architectures	3
3-4	Web Application Development Stacks and Frameworks	6
5	Content Management	3
6	Getting Familiar with WordPress	3
7	Adding Content	3
8	Working with Media	3
9	Widgets and Plug-ins	3
10	Using Themes	3
11	Advanced Theme Development	3
12-13	Usability of Web Applications	6



14	Basic Design Principles	3
15	Final Exam	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
T1. Lectures	✓	✓	✓	✓	✓
T2. Class Exercises			✓	✓	
T3. Group Projects	✓	✓	✓	✓	✓
T4. Final Exam	✓	✓			✓

### 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 1: a study of web stacks	20	M2
A2. Group Project 2: creating a WordPress website for e-commerce	40	M3-M5
A3. Final Exam	40	M1-M2, M5

The assessment will be conducted following the University's Assessment Strategy (see [www.mpu.edu.mo/teaching\\_learning/en/assessment\\_strategy.php](http://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 (A, A-) 88% - 100%	Very Good, Good (B+, B, B-) 73% - 87%	Satisfactory (C+, C, C-) 58 - 72%	Pass (D+, D) 50% - 57%	Fail (F) 0% - 49%
A1 Group Project 1	Demonstrate the <b>understanding</b> of the subjects	High	Significant	Moderate	Basic	Not even reaching marginal levels



		covered in the classes.					
A2	Group Project 2	Demonstrate the <b>ability to apply</b> appropriate methods and techniques of WordPress with the consideration of usability and design principles	High	Significant	Moderate	Basic	Not even reaching marginal levels
A3	Final Examination	Demonstrate the <b>ability to identify</b> and <b>apply</b> appropriate concepts, methods, and techniques	High	Significant	Moderate	Basic	Not even reaching marginal levels

## REQUIRED READINGS

### Textbook

Andy Williams (2023) *WordPress for Beginners 2024: A Visual Step-by-Step Guide to Mastering WordPress*, Independently published.

## 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/](http://www.mpu.edu.mo/student_handbook/).