



FACULTY OF BUSINES
BACHELOR OF E-COMMERCE
LEARNING MODULE OUTLINE

Academic Year	2024 / 2025	Semester	2
Module Code	ECOM4170-421		
Learning Module	E-Commerce Strategy		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
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MODULE DESCRIPTION

The 'e-commerce strategy' learning module is the capstone of the E-Commerce Programme. It expands on strategic management principles in the context of E-Commerce and global market. Topics include EC strategy formulation and implementation, EC competitiveness analysis, EC financial performance assessment, EC models, EC globalization, EC mergers and acquisition strategy.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

M1.	explain the e-commerce strategy framework,
M2.	evaluate strategy options in e-commerce markets,
M3.	assess e-commerce performance, including the use of metrics,
M4.	formulate and implement e-commerce strategies,
M5.	choose, combine, and integrate strategic tools for e-commerce success,
M6.	generate e-commerce competitiveness in the global market; and
M7.	develop social, mobile and location e-commerce opportunities.



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 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.							



MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage *	Contact Hours
1	Key terminologies and the evolution of e-commerce	3
2	E-commerce strategies for competitiveness advantage	3
3	An overview of e-commerce strategy framework	3
4	Strategy options in e-commerce markets	3
5	E-commerce strategies for internal operations	3
6	E-commerce strategies for interactions with suppliers	3
7	E-commerce strategies for interactions with customers	3
8	A roadmap for e-commerce strategy implementation	3
9	E-commerce performance assessment	3
10	Global e-commerce	3
11	Strategic move to mobile and location commerce	3
12	Strategic move to social commerce	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	M 1	M 2	M 3	M 4	M 5	M 6	M 7
T1. Lectures and seminars: Deliver fundamental knowledge through focused lectures and interactive seminars.	✓	✓		✓			
T2. Case studies: Use real-world examples to illustrate various e-commerce strategies and models in practice.		✓	✓	✓		✓	
T3. Group discussions: Encourage group debates on issues related to the formulation and implementation of e-commerce strategies.	✓	✓		✓	✓		
T4. Workshops: Conduct hands-on sessions on tools and technologies used in e-commerce for competitiveness.			✓		✓		✓
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 the development of a comprehensive e-commerce strategy for a hypothetical business targeting global markets.	30%	1, 2, 5, 6, 7
A2. Midterm Test: This written assessment focuses on knowledge recall and application regarding the fundamentals of e-commerce strategy.	30%	1, 2, 3, 7
A3. Final Examination: A comprehensive written exam covering all module content, ensuring that students understand the full breadth of e-commerce strategy.	40%	1, 2, 3, 4, 5, 6, 7



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 e-commerce strategy that demonstrates a deep understanding of global e-commerce dynamics. Exceptional strategic thinking, application of strategic tools, and excellent teamwork and presentation skills.	Demonstrates superior knowledge recall and ability to apply the key principles of e-commerce strategy.	Exceptional understanding and application of all module content, comprehensive and accurate responses, clear structure, and logic.
Good (B+, B, B-; 73% - 87%)	Well-crafted e-commerce strategy that displays a good grasp of e-commerce fundamentals. Good use of strategic tools and techniques, 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 e-commerce strategy that covers the basic elements of global e-commerce. Satisfactory use of strategic tools and decent teamwork. Acceptable 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 e-commerce strategy showing some understanding of global e-commerce dynamics. Limited but sufficient use of strategic tools and satisfactory 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%)	Poorly developed or designed e-commerce strategy. Lack of understanding of global e-commerce dynamics 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

- Jelassi, T., & Martínez-López, F.J. (2020), *Strategies for e-Business: Concepts and Cases on Value Creation and Digital Business Transformation*, 4th edition, Springer International Publishing.

REFERENCES

- Turban, E., Strauss, J., & Lai, L.S.L. (2016), *Social Commerce*, Springer International Publishing.



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.