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

FACULTY OF APPLIED SCIENCES
BACHELOR OF SCIENCE IN ARTIFICIAL INTELLIGENCE
LEARNING MODULE OUTLINE

Academic Year	2025/2026	Semester	2
Module Code	COMP1125		
Learning Module	Introduction to E-Business		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	SI TOU CHI FAI LEUNG KEI WAI	Email	t1847@mpu.edu.mo t1848@mpu.edu.mo
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MODULE DESCRIPTION

The goal of this module is to develop students with an overview of key concepts in business, and understanding of the underlying principles of E-Business. This module will expose the students to the basic principles of the technology of e-commerce, and to provide students with the knowledge of various modern e-commerce related concepts and terminologies, including topics on web technologies, security issues, payment options, marketing issues, legal issues, etc.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

M1.	Analyze the strengths and weaknesses of the variety of e-business models, i.e., business to business, business to customer, and consumer to consumer etc. (C5);
M2.	Determine an appropriate e-business model and apply it to a specific business (C5);
M3.	Integrate of Management and Computing theories in preparing, as a group project, a business plan of an E-business (C6, C16);
M4.	Design and present a business plan that is fit for purpose (C6, C16);
M5.	Illustrate structure and functions of key technologies supporting e-Business (C3, C14);
M6.	Explore and identify technical, ethical, and policy issues in electronic business (e.g., security, privacy, and intellectual property rights) as well as how individuals, organizations, and policy makers are addressing these problems (C8, C9)

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

PILOs		M1	M2	M3	M4	M5	M6
P1.	Select and apply proven methods, tools and techniques to the effective and efficient implementation of information systems on common platforms, including the Internet platform;						
P2.	Acquire essential knowledge in specific fields of artificial intelligence, including machine learning, computer vision and natural language processing;						
P3.	Apply necessary mathematical techniques to model, analyse and devise solutions to complex problems;						
P4.	Work independently to develop an understanding of, and the knowledge and skills associated with the general support and mitigation of security risks of computer systems and networks;						
P5.	Design and implement both relational and non-relational data stores, with an emphasis on how to organise, maintain, retrieve and analyse information;						
P6.	Distinguish the fundamental and operational issues of computer systems and artificial intelligence applications, with considerations of user, business, ethical, societal and environmental needs;	✓	✓	✓	✓	✓	✓
P7.	Evaluate, prepare and communicate effectively on technical information to both technical and non-technical audience;			✓	✓		
P8.	Work as an effective member of a team in the analysis, design and development of software systems, with recognition of requirement to support equality, diversity and inclusion;			✓	✓		
P9.	Use project planning, risk management and quality management techniques in solutions to complex problems;			✓	✓		✓
P10.	Build the capacity and desire for lifelong learning and to learn advanced and emerging technologies on one's own.			✓			

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1-3	**1. Overview of Economic Systems and Electronic Business**	6
	1.1 Nature of business, business environment and Economics Systems	
	1.2 E-business and E-marketplace: mechanisms, tools & impacts	
4-6	**2. Forms of Business Ownership & Ethics**	12
	2.1 Sole Proprietorship, Partnership & Corporation	
	2.2 Business Ethics & Socially Responsible Business	

7	**3.** **Business Management, Planning & Marketing**	12
	3.1 Organizational Models	
	3.2 Marketing concepts	
8-11	**4.** **eCommerce Models and Application, Selling & Marketing on the Web**	9
	4.1 Business-to-business and Consumer-to-Consumer	
	4.2 Mobile Computing & Pervasive Computing	
	4.3 Retailing in eCommerce	
	4.4 Consumer Behavior, Internet Marketing and Advertising	
12-15	**5.** **EB Support Services, Implementation and Issues**	6
	5.1 EB Security	
	5.2 Payment System	
	5.3 Regulatory, Ethical & Compliance Issues	
	5.4 Risk Management & Implementation	

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
T1. Lectures	✓	✓	✓	✓	✓	✓
T2. In-class exercises				✓	✓	

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 (%)	AHEP4 LOs	ILOs to be Assessed
A1. Assignment / Classwork	15	C3, C5,C14	M1, M2, M5
A2. Tests	20	C3, C5, C6,C14	M1, M2, M4, M5
A3. Group Project	25	C3, C5, C6, C14,C16	M1, M2, M3, M4, M5
A4. Examination	40	C3, C5, C6, C8, C9,C14	M1, M2, M3, M4, M5, M6

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.

Students with an overall score of less than 35 in the coursework must take the re-sit examination even if the overall score for the module is 50 or above.

Students with a score of less than 35 in the final examination must take the re-sit examination even if the overall score for the module is 50 or above.

Students with an overall final grade of less than 35 are NOT allowed to take the re-sit examination.

REQUIRED READINGS

1.   Nickels, McHugh, and McHugh. (2022). *Understanding Business (13th edition).* McGraw-Hill.

2.   Schneider, Gary (2017). *E-Commerce.* (12th Edition), Cenegage Technology

REFERENCES

1.   Chaffey, D. (2014). *Digital Business and E-Commerce Management*. Pearson.

2.   Kenneth C Laudon and Carol Traver (2015), *E-Commerce: Business, Technology, Society,* Addison-Wesley.

3.   Efraim Turban, Jae K. Lee, Ting Peng Liang and Deborrah Turban (2010). *Electronic Commerce 2010: A Managerial Perspective*. 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 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/.