

# THE EDUCATION UNIVERSITY OF HONG KONG

## Course Outline

### Part I

<b>Programme Title</b>	: Bachelor of Education (Honours) (Secondary) (Five-year Full-time); All undergraduate Programmes
<b>Programme QF Level</b>	: 5
<b>Course Title</b>	: e-Business in Global Market
<b>Course Code</b>	: BUS1029
<b>Department</b>	: Social Sciences
<b>Credit Points</b>	: 3
<b>Contact Hours</b>	: 39
<b>Pre-requisite(s)</b>	: Nil
<b>Medium of Instruction</b>	: English
<b>Course Level</b>	: 1

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### Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills

- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

### 1. Course Synopsis

Conventional business models are gradually replaced by e-Business models in this digital era. Most of the profit-making and non-profit making organizational operations and logistic processes are being done with the support of information and communication technology (ICT) nowadays. This course aims to develop students' abilities to analyse and evaluate e-Business applications and relevant business models from a global perspective. The course covers both the concepts and development of e-Business strategy and operation as well as their practical implications, in particularly, global business environment.

### 2. Course Intended Learning Outcomes (CILOs)

*Upon completion of this course, students will be able to:*

- CILO<sub>1</sub>: Describe the concepts and key functions of e-Business.  
 CILO<sub>2</sub>: Explain the impact of globalization upon business operations  
 CILO<sub>3</sub>: Evaluate current e-Business applications from different business aspects  
 CILO<sub>4</sub>: Design relevant and practical e-Business plan and strategy for a global business

### 3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Development of internet and globalization to the evolution of e-business: redesigning business processes for e-business	CILO <sub>1,2</sub>	Lectures, illustration, discussion, guest lectures
e-business model in the form of business functions: marketing, logistic, payment and production, etc.	CILO <sub>1,2</sub>	Lectures, illustration, discussion, guest lectures
Major decisions regarding e-Business infrastructure: choosing hardware and software for site development	CILO <sub>1,4</sub>	Lectures, case studies and group discussion.
Application of e-Business with focus on mobile technology, App technology and review the recent development of e-Business.	CILO <sub>1,3,4</sub>	Lectures, informative interview and case studies
Tolls and features of e-Business: <ul style="list-style-type: none"> <li>● e-Payment</li> <li>● e-Logistic</li> </ul>	CILO <sub>1,3,4</sub>	Lectures, case studies and professional talks.

● e-Marketing		
The technology and policy solutions to e-Business Security: ● Online payment systems ● Intellectual Property ● Privacy Protection	<i>CILO</i> <sub>1,2,3,4</sub>	Lectures, case studies, role play and professional talks.
Design e-Business plan and strategies of global businesses	<i>CILO</i> <sub>1,2,3,4</sub>	Lectures, group discussion, workshop and case studies.

#### 4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) Individual essay on a comparison of traditional business models and e-Business models by using one chosen industry. (1200 -1500 words)	50%	<i>CILO</i> <sub>1,3</sub>
(b) Design in group a e-Business strategic plan for a chosen business. (2000 –2500 words)	40%	<i>CILO</i> <sub>1, 2, 3, 4</sub>
(c) Class participations (including case study, discussion, presentations and online activities, etc.)	10%	<i>CILO</i> <sub>1, 2, 3, 4</sub>

#### 5. Required Text(s)

Chaffey, D. (2015). *Digital business and e-commerce management*. (6<sup>th</sup> ed.). Harlow: Pearson Education Limited.

Jelassi, T., Enders, A. & Lopez, F.J.M. (2014). *Strategies for e-business: Creating value through electronic and mobile commerce concepts and cases*. (3<sup>rd</sup> ed.). Boston: Pearson.

#### 6. Recommended Readings

Baltzan, P. (2018). *Business driven technology*. (7<sup>th</sup> ed.). New York: McGraw Hill.

Buckley, P.J. (2012). *Innovations in international business*. New York: Palgrave Macmillan.

Caterora, P., Graham, J. & Gilly, M. (2015). *International marketing* (17<sup>th</sup> ed.). New York: McGraw Hill.

Charlesworth, A. (2014). *Internet marketing - a practical approach*. (2nd ed.). Abingdon, Oxon: Routledge, Taylor & Francis Group.

Crawford, C.M. & Benedetto, C.A. (2015). *New products management* (11<sup>th</sup> ed.). New York: McGraw Hill.

Cros, F. (2018). *Innovation and society*. New Jersey: Wiley.

Crosswhite, D. & Sharzynski, P. (2014). *The innovator's field guide: Market tested methods and frameworks to help you meet your innovation challenges*. New Jersey: Wiley.

Curedale, R. (2018). *Design thinking: process & methods guide* (4<sup>th</sup> ed.). Topanga, CA: Design Community College Inc.

Effy, O. (2009). *Management information systems*. (6th ed.). Boston, Mass.: Course Technology.

French, J. & Gordon, R. (2015). *Strategic social marketing*. London: SAGE Publications Ltd.

- Laudon, K. & Traver, C. (2013). *E-commerce 2014: Business, technology, society*. (10<sup>th</sup>ed.). Harlow: Pearson College Division.
- Liedtka, J., King, A. & Bennett, K.B. (2013). *Solving problems with design thinking: 10 stories of what works*. New York: Columbia Business School Publishing.
- Moran, M. & Hunt, B. (2015). *Search engine marketing, Inc: driving search traffic to your company's web site*. Upper Saddle River, NJ: IBM Press/Pearson.
- Owen, R., Bessant, J. & Heintz, M. (2013). *Responsible innovation: Managing the responsible emergence of science and technology in society*. New Jersey: Wiley.
- Schneider, G. (2015). *Electronic commerce*. (11<sup>th</sup> ed.). Boston: Cengage Learning.
- Sola, D. & Couturier, J. (2014). *How to think strategically: Your roadmap to innovation and results*. Harlow: Pearson.
- Warwick, M. & Overman, E. (2013). *How to write successful fundraising appeals*. San Francisco: Jossey-Bass.
- 陳潔貞、林穎芝 (2013) : 《新·品牌學》, 香港, 經濟日報出版社。

## 7. Related Web Resources

E-Commerce Times	<a href="http://www.ecommercetimes.com">http://www.ecommercetimes.com</a>
Computer World HK	<a href="http://www.cw.com.hk/resources">http://www.cw.com.hk/resources</a>
Computerworld	<a href="http://www.Computerworld.com">http://www.Computerworld.com</a>
EMarketer	<a href="http://www.EMarketer.com">http://www.EMarketer.com</a>
Internet Retailer	<a href="http://www.internetretailer.com/">http://www.internetretailer.com/</a>
International Management Journals	<a href="http://www.managementjournals.com">http://www.managementjournals.com</a>
The Academy of Management	<a href="http://www.aonline.org">http://www.aonline.org</a>
Emeraldinsight	<a href="https://emeraldinsight.com/journal/jsma">https://emeraldinsight.com/journal/jsma</a>

## 8. Related Journals

*Computer World HK*

*Electronic Commerce Research and Applications*

*Electronic Markets*

*International Journal of Electronic Commerce*

*International Journal of Electronic Marketing and Retailing*

*International Journal of E-Business Research*

*Journal of Electronic Commerce Research*

*Journal of Internet Commerce*

*Journal of Website Promotion*

*MIS Quarterly*

## 9. Academic Honesty

The University adopts a zero tolerance policy to plagiarism. For the University's policy on plagiarism, please refer to the *Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students*

(<https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89>). Students should familiarize themselves with the Policy.

**10. Others**

Nil

*Dec 2018*