

**Course Outline**

**Part I**

**Programme Title :** Bachelor of Education (Honours) (Secondary) (Five-year Full-time);  
All undergraduate Programmes

**Programme QF Level :** 5

**Course Title :** Technology in Business and Human Advancement

**Course Code :** BUS4009

**Department :** Social Sciences

**Credit Points :** 3

**Contact Hours :** 39

**Pre-requisite(s) :** Nil

**Medium of Instruction:** English

**Course Level :** 4

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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

The widespread use of technology around the world has contributed immensely to the growth of business and the advancement of human well-being. This course aims to examine the interrelationships between technology, business and human advancement. Topics include a broad spectrum of business information systems and E-business essentials, and in particular, the most up-to-date developments in the web-based world relating to our business, daily and personal lives are discussed from a macro and micro points of view.

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

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

CILO<sub>1</sub>: Understand theoretical foundations, applications, business models, infrastructure, financial, and legal aspects of business information systems and E-Business.

CILO<sub>2</sub>: Demonstrate thorough understanding and critical insight into how information technology transforms every functional area of business as well as human daily life.

CILO<sub>3</sub>: Demonstrate competence in selecting appropriate resources in the web-based world for corporate and individual usages.

CILO<sub>4</sub>: Demonstrate a strong sense of intellectual curiosity and willingness to learn new information technology knowledge and practices in business and daily living contexts.

CILO<sub>5</sub>: Comprehend professional ethics and standards of IT practitioners in business and human advancement.

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

Course Content	CILOs	Suggested Teaching & Learning Activities
Computing and communications resources in different layers: corporation, collective and individual	CILO <sub>1, 2,3</sub>	Demonstrations; hands-on exercises; problem-based and peer learning experiences;
Introduction to using business information systems for streamlining business operations and gaining competitive advantage	CILO <sub>1,2</sub>	Lectures; real-world IT-enabled business cases and Internet resources; structured online discussions

<b>Course Content</b>	<b>CILOs</b>	<b>Suggested Teaching &amp; Learning Activities</b>
Roles and functions of major business information systems: marketing, human resources, accounting and customer relationship management systems	<i>CILO</i> <sub>1,2</sub>	Lectures; real-world IT-enabled business cases and Internet resources; problem-based and peer learning experiences; visits to companies, exhibitions or government bodies
Foundations of E-Business: Definitions, models, classifications, applications, benefits, limitations, driving forces and impacts on human advancement	<i>CILO</i> <sub>1,2,4,5</sub>	Lectures; real-world IT-enabled business cases and Internet resources; structured problem-based online learning
Web-based world: latest developments, applications, implications and challenges	<i>CILO</i> <sub>1,2,3,4,5</sub>	Lectures; real-world IT-enabled business cases and Internet resources; structured problem-based online learning and peer learning experiences
Relationship between technology in business and human advancement	<i>CILO</i> <sub>1,2,3,4</sub>	Lectures; real-world IT-enabled business cases and Internet resources; problem-based and peer learning experiences; structured online discussions
Security management and ethical issues of technology in business and human advancement at corporation and personal levels	<i>CILO</i> <sub>1,2,3,4,5</sub>	Lectures; real-world IT-enabled business cases and Internet resources; structured problem-based online learning and peer learning experiences

#### 4. Assessment

Assessment Tasks	Weighting (%)	CILO
a. Individual essay on the latest IT-enabled business practices/models and their significant impacts on business operations of an organization (1500 words)	50%	<i>CILO</i> <sub>1, 2, 3, 4, 5</sub>
b. Group project on applying IT as an agent for human advancement (3000 words with PPTs)	50%	<i>CILO</i> <sub>1, 2, 3, 4, 5</sub>

### 5. Required Text(s)

- Laudon, K. (2015). *Essentials of Management Information Systems* (11th ed.). Boston: Pearson.
- Turban, E., Lee, J., King, D. & Chung, M. (2010). *Electronic commerce: a managerial perspective*. Boston, Mass.; Hong Kong : Prentice Hall.

### 6. Recommended Readings

- Awad, E. M. (2007). *Electronic commerce: from vision to fulfillment*. (3rd ed.). Upper Saddle River, NJ: Prentice Hall.
- Cortada, J.W. (2009). *How societies embrace information technology: Lessons for management and the rest of us*. Hoboken, N.J.: John Wiley & Sons; Los Alamitos, Calif. : IEEE Computer Society.
- Davis, W. & Benamati, J. (2003). *E-commerce basics: technology foundations and e-business applications*. New York: Addison-Wesley.
- Effy, O. (2009). *Management Information Systems*. (6th ed.). Boston, Mass.: Course Technology.
- Hoven, J. V. D. & Weckert, J. (2008). *Information technology and moral philosophy*. Cambridge: Cambridge University Press.
- Kouns, J. & Minoli., D. (2010c). *Information technology risk management in enterprise environments [electronic resource]: A review of industry practices and a practical guide to risk management teams*. Hoboken, N.J.: John Wiley & Sons.
- Laudon, K. & Traver, C. (2013). *E-commerce 2014: Business, technology, society*. (10th ed.). Upper Saddle River, N.J.; Harlow: Pearson College Division.
- Laudon, K. C. & Laudon, J. P. (2014). *Management information systems: Managing the digital firm* (13th ed.). Upper Saddle River, N.J.: Pearson Education.
- 叢鳳英、，肖嘉主編 (2010): 《電子商務類比運作（第二版）》，北京：對外經濟貿易大學出版社。

### 7. Related Web Resources

Realtime News for IT managers <http://www.internetnews.com>

E-Commerce Times <http://www.ecommercetimes.com>

Computerworld <http://www.Computerworld.com>

EMarketer <http://www.EMarketer.com>

Internet Retailer <http://www.internetretailer.com/>

## **8. Related Journals**

*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*

Latest newspaper and journal articles will be used.

## **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

*August 2016*