THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

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

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 Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):
● **P**rofessional **E**xcellence;
● **E**thical **R**esponsibility; **&**
● **I**nnovation.

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:

   CILO1: Describe the concepts and key functions of e-Business.

   CILO2: Explain the impact of globalization upon business operations

   CILO3: Evaluate current e-Business applications from different business aspects

   CILO4: 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	$CILO_{1,2}$	Lectures, illustration, discussion, guest lectures
e-business model in the form of business functions: marketing, logistic, payment and production, etc.	$CILO_{1,2}$	Lectures, illustration, discussion, guest lectures
Major decisions regarding e-Business infrastructure: choosing hardware and software for site development	$CILO_{1,4}$	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.	$CILO_{1,3,4}$	Lectures, informative interview and case studies
Tolls and features of e-Business: • e-Payment • e-Logistic • e-Marketing	$CILO_{1,3,4}$	Lectures, case studies and professional talks.
The technology and policy solutions to e-Business Security:	$CILO_{1,2,3,4}$	Lectures, case studies, role play and professional talks.

● Online payment systems ● Intellectual Property ● Privacy Protection		
Design e-Business plan and strategies of global businesses	$CILO_{1,2,3,4,}$	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%	$CILO_{1,3}$
(b) Design in group a e-Business strategic plan for a chosen business. (2000 –2500 words)	40%	$CILO_{1, 2, 3, 4}$
(c) Class participations (including case study, discussion, presentations and online activities, etc.)	10%	$CILO_{1, 2, 3, 4}$

5. Required Text(s)

Chaffey, D. (2015). *Digital business and e-commerce management.* (6th 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*. (3rd ed.). Boston: Pearson.

6. Recommended Readings

Baltzan, P. (2018). *Business driven technology.* (7th 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* (17th 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). N*ew products management* (11th 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* (4th 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.* (10th 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*. (11th 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 fundrasing 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	http://www.ecommercetimes.com
Computer World HK	http://www.cw.com.hk/resources
Computerworld	http://www.Computerworld.com
EMarketer	http://www.EMarketer.com
Internet Retailer	http://www.internetretailer.com/
International Management Journals	http://www.managementjournals.com
The Academy of Management	http://www.aomonline.org
Emeraldinsight	https://emeraldinsight.com/journal/jsma

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 upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (https://www.eduhk.hk/re/uploads/docs/0000000016336798924548BbN5). Students should familiarize themselves with the Policy.

10. Others

Nil

Dec 2018