

COURSE SYLLABUS

COURSE : E-Business & E-Commerce

1. Course Description, Learning Outcome, Course Learning Outcome, and Learning Objective

1.1. Course Description

E-business and e-commerce management course is intended to equip students with some knowledge and practical skills in e-business and e-commerce. This course covers the impact of electronic communication on traditional business, marketplace analysis for e-commerce, managing digital infrastructure, digital business strategy, e-supply chain management (e-SCM), e-procurement, digital marketing, and e-customer relationship management (e-CRM).

1.2. Course Learning Outcome and Learning Objective

No.	Course Learning Outcome	Learning Objective
1.		Students able to <i>describe</i> the meaning and scope of e-business and e-commerce and their different elements
2.		Students able to <i>summarize</i> the main reasons for adoption of digital business and barriers that may restrict adoption; and to <i>outline</i> the ongoing business challenges of managing digital business in an organization, particularly online start-up businesses
3.		Students able to <i>complete</i> an online marketplace analysis to assess competitor, customer, and intermediary use the digital technologies and media as part of strategy development; and able to <i>identify</i> the main business and marketplace models for electronic communication and trading
4.		Students able to <i>evaluate</i> the effectiveness of business and revenue models for online businesses, particularly online start-up businesses
5.		Students able to <i>outline</i> the range of

		hardware and software technologies used to build a digital business infrastructure within an organization and with its partners; and able to <i>review</i> the management actions needed to maintain service quality for users of digital platforms
6.		Students able to <i>follow</i> an appropriate strategy process model for digital business
7.		Students able to <i>apply</i> tools to generate and select digital business strategies; and able to <i>outline</i> alternative strategic approaches to achieve digital business
8.		Students able to <i>identify</i> the main elements of e-supply chain management and their relationship to the value chain and value networks; and able to <i>assess</i> the potential of information systems to support e-supply chain management and the value chain
9.		Students able to <i>identify</i> the benefits and risks of e-procurement
10.		Students able to <i>assess</i> the need for separate digital business and digital marketing strategies; able to <i>create</i> an outline digital marketing plan intended to implement the digital marketing strategy
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12.		Students able to <i>outline</i> different methods of reaching and acquiring new customer via digital media
13.		Students able to <i>evaluate</i> different buyer behavior amongst online customer; and able to <i>describe</i> techniques for retaining customer and cross-selling and up-selling using digital media communications

2. Learning Method

Lecture
Discussion
Case Study

3. Course Material

3.1. Required Textbook and Material

Chaffey, D. (2015). Digital business and e-commerce management (6th edition). Pearson Education Limited, Harlow, UK.

3.2. Supplementary Textbook and Material

Rayport, J., Joworski, B. J. (2003). Introduction to e-commerce (2nd edition). McGraw-Hill/Irwin, New York, USA.

Dodson, I. (2016). The art of digital marketing: the definitive guide to creating, strategizing, targeted, and measurable online campaign. John Wiley & Sons, Inc., Hoboken, New Jersey.

4. Assessment

Assessment Method and Weight	
Quiz and Assignment	20%
Mid-term Exam	35%
Final Exam	45%
Total	100%

5. Course Schedule

Session	Topic	Reference
1	Introduction to E-Business and E-Commerce [1]	
2	Introduction to E-Business and E-Commerce [2]	
3	Marketplace Analysis for E-Commerce	
4	Managing Digital Infrastructure	
5	E-Environment	
6	Digital Business Strategy [1]	
7	Digital Business Strategy [2]	
Mid-term Exam		
8	E-Supply Chain Management	
9	E-Procurement	
10	Digital Marketing [1]	
11	Digital Marketing [2]	
12	E-Customer Relationship Management [1]	
13	E-Customer Relationship Management [2]	
Final Exam		