**Subject Description Form**

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>MM4411</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Subject Title</strong></td>
<td>E-commerce for Management</td>
</tr>
<tr>
<td><strong>Credit Value</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Level</strong></td>
<td>4</td>
</tr>
<tr>
<td><strong>Normal Duration</strong></td>
<td>1-semester</td>
</tr>
<tr>
<td><strong>Pre-requisite / Co-requisite / Exclusion</strong></td>
<td>Pre-requisite: Information Technology for Business (MM2421) or Managing Business Information Systems &amp; Applications (MM2422) or equivalent</td>
</tr>
</tbody>
</table>

**Role and Purposes**

Electronic commerce (EC) can be described generally as doing business transactions over electronic communications systems, mostly the Internet. The subject provides an *introduction to the fundamentals* of EC, its applications, various infrastructures and mechanisms supporting EC. It offers *hands-on experiences* related to EC implementation and management as well.

**Subject Learning Outcomes**

Upon completion of the subject, students will be able to:

- a. Acquire the knowledge about how EC is being conducted and managed,
- b. Critically evaluate the concepts and applications of EC,
- c. Be aware of the impacts of technological development of EC on organizations and the managerial role in EC implementation,
- d. Analyze EC for business activities,
- e. Develop their creative and critical thinking, and
- f. Develop their oral and written communication skills.

**Subject Synopsis/Indicative Syllabus**

- Introduction to Electronic Commerce
- Business Models of Electronic Commerce
- Selling on the Web
- Web Presence and Usability Marketing on the Web
- B2B Electronic Commerce
- Business Plan for Electronic Commerce
- Social Media
- Mobile Computing
- Advanced Topics
- Round-up Review

**Teaching/Learning Methodology**

Lectures cover core principles and concepts of the subject syllabus. Tutorials will provide case studies and hand-on experiences. Students are expected to play an active role in both lectures and tutorials, and are required to present real-life cases and apply subject knowledge to the discussion. Emphasis is also placed on bringing research findings into classroom discussions and in what way they can help managers make better decisions about analyzing, planning, managing, and coordinating Electronic Commerce activities in business organizations.
Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks | % weighting | Intended subject learning outcomes to be assessed (Please tick as appropriate)
--- | --- | ---
**Continuous Assessment** | **100 %** |  
**GROUP:**
Teamwork Performance | 25% | ✓ ✓ ✓ ✓ ✓
Teamwork Presentation & Report | 15% | ✓ ✓ ✓ ✓ ✓
**INDIVIDUAL:**
Individual Tutorial Assignment | 25% | ✓ ✓ ✓ ✓ ✓
Individual Writing Assignment | 30% | ✓ ✓ ✓ ✓ ✓
Attendance & Class Participation | 20% | ✓ ✓ ✓ ✓ ✓
Total | 100 % |  

To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment component.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –

- Consider and analyse the issues and concepts in the lectures;
- Read relevant chapters of the recommended textbook and other support learning material including research journal articles, cases, newspaper reports, industry reports, etc…;
- Appreciate that there are alternative approaches, perspectives and theories to deal with the Electronic Commerce issues;
- Undertake critical reflective thinking and practice about new ways of thinking and new ways of doing Electronic Commerce

Student Study Effort Expected

<table>
<thead>
<tr>
<th>Class contact:</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Lectures</td>
<td>26 Hrs.</td>
</tr>
<tr>
<td>Tutorials</td>
<td>13 Hrs.</td>
</tr>
</tbody>
</table>

Other student study effort:

| Preparation for discussion | 42 Hrs. |
| Preparation for project/assignment/tests | 42 Hrs. |

Total student study effort | 123 Hrs. |

Reading List and References

**Required Textbook:**

Electronic commerce
Schneider, Gary P., Boston, Mass.: Thomson/Course Technology, 11th Edition

**Recommended Periodicals and Newspapers**

Business Week, Fortune, The Economist, …

**Recommended Academic Journals**