

Subject Description Form

Subject Code	MM4411
Subject Title	E-commerce for Management
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	Pre-requisite: Information Technology for Business (MM2421) or Managing Business Information Systems & Applications (MM2422) or equivalent
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 <i>introduction to the fundamentals</i> of EC, its applications, various infrastructures and mechanisms supporting EC. It offers <i>hands-on experiences</i> related to EC implementation and management as well.
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> 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	<p>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</p>
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)					
			a	b	c	d	e	f
	Continuous Assessment	100 %						
	GROUP:	25%						
	Teamwork Performance	10%	✓	✓	✓	✓	✓	
	Teamwork Presentation & Report	15%		✓	✓		✓	✓
	INDIVIDUAL:	75%						
	Individual Tutorial Assignment	25%	✓	✓	✓	✓	✓	
	Individual Writing Assignment	30%	✓	✓	✓	✓	✓	✓
	Attendance & Class Participation	20%	✓	✓	✓	✓	✓	✓
	Total	100 %						
<p>To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment component.</p> <p>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 –</p> <ul style="list-style-type: none"> • 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	Class contact:							
	▪ Lectures		26 Hrs.					
	▪ Tutorials		13 Hrs.					
	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, 11 th Edition							
	Recommended Periodicals and Newspapers Business Week, Fortune, The Economist, ...							
	Recommended Academic Journals Harvard Business Review, Sloan Management Review, Information Systems Research...							