The mission of the Department of Industrial and Information Management is to Cultivate quality professionals with enthusiasm and global perspectives.

General Program Learning Goals (goals covered by this course are indicated):

 ✓ 1 Graduates should be able to communicate effectively verbally and in writing.
 ✓ 2 Graduates should solve strategic problems with a creative and innovative approach.
 ✓ 3 Graduates should demonstrate leadership skills demanded of a person in authority.
 ✓ 4 Graduates should possess a global economic and management perspective.
 ✓ 5 Graduates should possess the necessary skills and values demanded of a true professional.

I. Objective:

The objectives of the course are to introduce the critical concepts of electronic commerce from both managerial and technological perspectives, while with an emphasis on the use of corporate strategies of conducting business in the networked business environment. It is expected that this course provide you understanding of how electronic commerce is affecting business enterprises, governments, consumers and people in general and help you build up your knowledge and skills on leading an organization to the road to success in the digital future.

II. Textbook:


(Abbreviation in the class schedule: “EB”).

III. Prerequisite:

計算機程式及應用.
IV. Requirements:

Midterm and Final Exams –

- There will be 1 midterm exam and 1 final exam in this course. The exam dates are indicated in the class schedule below.
- There will be 5 to 7 questions in an exam on the materials covered in all the lectures prior to the exam date. You would have 60 to 90 minutes to complete the exam as specified by the instructor.
- The exam is open book. You are allowed to bring any books or notes that you wish. No computers or electronic devices are allowed unless the instructor tells you otherwise.

Individual Assignments -

In an individual assignment you will be asked to write a brief analysis report on a business case assigned by the instructor. The answer for an individual assignment should be no more than 3 pages (double-space) in total. The due dates of the individual assignments are specified in the class schedule below.

Group Project -

The group project is the key component of this course. It is designed to help you better comprehend the core concepts discussed in the class and develop practical experiences of planning an e-commerce business. In order to make this work, there are several tasks you need to perform as follows:

- Form a project team of 5 to 6 members during the first 2 weeks of this course. Members of a project team are expected to work together during the development process of their group project. Adequate teamwork is required and crucial for you to understand and apply the materials of the course to your project and to make knowledgeable presentations to your class.
- During the first 3 weeks of the course, each team has to develop the primitive ideas for its own e-commerce business for the course by taking advantage of the individual knowledge and experiences of its team members. Assistance from the instructor on suggesting projects might be available, but there is no guarantee. You are encouraged to create your own business ideas. The only condition is that your project shall be realistic and potentially viable to the eyes of the professionals.
- To complete this course a team is expected to submit proper deliverables for the 4 group assignments and perform 4 associated presentations as scheduled in the class schedule below. The detailed descriptions of the 4 groups assignments and presentations are as follows:

<table>
<thead>
<tr>
<th>Group Assignment</th>
<th>Description</th>
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<tbody>
<tr>
<td>Draft of the business plan</td>
<td>The presentation and the submitted report should be a brief but clear introduction to your e-commerce business plan. The report should be between 5 to 10 pages and with the quality that is appropriate to present to a real-world business stakeholder, such as investor, partners, etc. There is no standard format for the report and you are welcome to include anything you see fit. Some</td>
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recommended topics included in the report are as follows:
- Fundamentals of your business, such as your products, why you think this/these products should be brought online, etc.
- A mission statement that tells people what you are going to do to start and continue your business.
- Target customers
- Critical tasks to be performed to make your business successful.
- How information technology is going to help you do your business
- Business development schedule (include primary activities, milestones, etc.).
- Other business-related considerations, such as estimated cost, potential financial or managerial/resource supports, etc.
- You can go to the following web pages to learn more about how to write a business plan:
  - [http://www.sba.gov/starting_business/planning/basic.html](http://www.sba.gov/starting_business/planning/basic.html)
  - [http://www.businessplans.org/index.asp](http://www.businessplans.org/index.asp)

### Strategic Planning
Again, there is no standard format for the report and you are welcome to include anything you see fit like you did for the first group assignment. A number of suggested topics you might want to address in this report are as follows:
- SWOT analysis (strengths, weaknesses, opportunities, and threats) of your e-commerce business plan.
- Operating business models
- Important business processes/operating protocols
- Implementation of business, IT (e.g. website), and marketing strategies (e.g. pricing, promotion, etc.)

### Design and application of supporting IT tools
The final presentation should describe clearly what has been accomplished during the semester. A number of suggested issues you might want to address in this report include your website design along with a demonstration, the utilization of IT-related tools, any changes from your original planning (operating strategies, business processes, products, etc.), tasks to be performed in the future, etc. A complete package of documentation should be delivered before the specified due date.

### V. Tentative Class Schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>- Introduction to the course&lt;br&gt;- Introduction to “E-Commerce/E-Business”</td>
<td>Syllabus; EB Ch. 1</td>
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<tr>
<td>Week 2</td>
<td>- Technology infrastructure&lt;br&gt;- Basic technology of the Web and e-commerce&lt;br&gt;- Internet2 and the Semantic Web</td>
<td>EB Ch. 2</td>
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<tr>
<td>Week 3</td>
<td>- Revenue model and strategies&lt;br&gt;- Business presence on the Web&lt;br&gt;- Communicating with customers on the Web</td>
<td>EB Ch. 3</td>
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<tr>
<td>Week 4</td>
<td>- Web marketing strategies&lt;br&gt;- E-commerce market segments</td>
<td>EB Ch. 4</td>
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</table>
| Week 5 | ● Java programming basic I  
      ● **Group assignment and presentation #1** | Handout |
|-------|---------------------------------|---------|
| Week 6 | ● Online auction  
      ● Virtual community | EB Ch. 6 |
| Week 7 | ● Java programming basic II  
      ● **Individual assignment #1 due** | Handout |
| Week 8 | ● JSP programming I | Handout; |
| Week 9 | ● **Midterm Exam**  
      ● JSP programming II | Handout;  
      Review chapters for the exam |
| Week 10 | ● JSP programming III | Handout |
| Week 11 | ● Legal, ethical, and tax issues of e-commerce environment  
      ● **Individual assignment #2 due** | EB Ch. 7 |
| Week 12 | ● Web server basics and software  
      ● E-mail management and spam control  
      ● Web server hardware  
      ● **Group assignment and presentation #2** | EB Ch. 8 |
| Week 13 | ● Web-hosting services  
      ● Functions of e-commerce software  
      ● Individual assignment #3 announced | EB Ch. 9 |
| Week 14 | ● Human resource and financial management issues in an e-commerce enterprise  
      ● **Individual assignment #3 due** | IEC Ch. 11 |
| Week 15 | ● Online payment systems  
      ● Electronic cash and wallets  
      ● Internet technology and the banking industry | EB Ch. 11 |
| Week 16 | ● Planning e-commerce initiatives  
      ● Strategies for developing e-commerce web sites  
      ● Managing e-commerce implementations | EB Ch. 12 |
| Week 17 | ● **Final Exam (optional)**  
      ● JSP programming IV | Handout;  
      Review chapters for the exam |
| Week 18 | ● **Group assignment and presentation #3**  
      ● Project delivery (documentation and presentation slices if applicable) | |

VI. Grading Policy:

- Individual assignments: 20 %. *No late turned-in assignment will be accepted.*
- Group project assignments: 40 %. *No late turned-in assignment will be accepted.*
- Midterm and final exams: 30 %.
- Class attendance/participation: 10 %.
- *Cheating and plagiarism will not be tolerated and will result in a failing grade for the course.*
<table>
<thead>
<tr>
<th>Category</th>
<th>Individual Assignment 20%</th>
<th>Midterm and Final Exams 30%</th>
<th>Group Project 40%</th>
<th>Class Participation 10%</th>
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<tr>
<td>COMMU</td>
<td>☑ Oral Commu. / Presentation</td>
<td>10%</td>
<td>30%</td>
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<td>☑ Written Communication</td>
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<td>CPSI</td>
<td>☑ Creativity and Innovation</td>
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<td>☑ Problem Solving</td>
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<td>☑ Analytical Skills</td>
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<td>☑ Social responsibility</td>
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<td>GLOB</td>
<td>☑ Global Awareness</td>
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<td>VSP</td>
<td>☑ Values, Skills &amp; Profess.</td>
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<td>☑ Information Technology</td>
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<td>☑ Management Skills</td>
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