



093045 E-business

Course Code	093045		Course Name	E-business	
Instructor	Dr Yili Liu		Other Teachers	TBA	
Course delivery	Lectures	Seminars	Guest Speakers	Group Activities	Field Trip(s)
	√	√	√	√	√
	Tutorials	Projects	Pitch(es)	Presentations	Outreach Workshop
	√	√		√	Optional
Total Hours	54 in-class contact hours + Self Study Hours This course is worth 6 ECTS points.				

Course Description

The unit focuses on helping students develop an understanding of e-business issues. It looks into the strengths and weaknesses of key stakeholders who bring together technology with business. Cases studies will be drawn to illustrate the different business models of existing and emerging e-business companies. Other areas of focus will include security protection measures, legal and ethical concerns as well as key technologies responsible for the success of an e-business.

Students are able to explore potential developments in the market through analysing existing and developing businesses. It is important for students to develop an understanding of the implications of E-business and is in particular useful in areas such as marketing, project management, web security, IT and engineering consulting, networks and computing.

Brief Schedule and Topics

1. Introduction to e-business
2. E-business infrastructure: The web and mobile platforms
3. Building an e-business presence: websites, mobile sites and apps
4. E-business security and payment systems
5. E-business business models
6. E-business marketing and advertising
7. Social, mobile and local marketing
8. Legal and ethical concerns
9. Online media
10. Social networks and communities
11. E-business retailing and services
12. B2B e-business
13. E-business innovation: designing the future

Learning Objective

By the end of this course you should be able to:

- Discuss the key elements of e-business and the strengths and weaknesses of key stakeholders in the strategic convergence of business with technology;
- Understand and appreciate the continual evolvement of technology in e-business and its global nature;
- Outline the advantages and disadvantages associated with having options in technology software and devices;
- Understand the legal and ethical concerns of e-business as well as the social implications;
- Use case studies to explore existing e-business companies and explore potential developments in the market through innovative thinking.

Requirements

The course is designed for students from all academic disciplines to help them gain insight into e-business development. This course is open to undergraduate students.

Reference Books

Elias M. Awad, E-Commerce: From Vision to Fulfilment, 3rd edition, Prentice Hall, 2007, ISBN-10: 0131735217 ISBN-13: 9780131735217

Course materials (including lecture notes, supplementary readings and solutions to assignment questions) are handed out during the class.

Assessments

Assessments in this course include:

Individual research report (20%)

An individual research report for a proposed e-business project in a globalised and competitive environment is to be developed, more details are to be announced in class, requirements are as follow:

- 5 pages maximum in A4,
- 12 point Times New Roman font,
- Single line spacing□,
- Late submission will attract a penalty of 10% of the total weighting of the assessment task. A 10% deduction applies for EACH late day and the assessment will not be accepted after 5 working days. Extensions will only be granted upon the basis that there is reasonable medical evidence of illness or any other extreme circumstances that the university may place under consideration. Under no circumstances will extensions be granted for work or any other commitments. A request for an extension must formally be submitted to the lecturer in writing prior to the due date, in accordance with the university's assessment policies. Medical certificates or other evidence of extreme misfortune must be submitted through a special consideration form and must contain information that justifies the extension sought.

Group project (40%)

Students will be allocated into groups to complete a group project relating to course topics. They are required to work collaboratively with each other to complete this task and present it to the class through a group presentation.

- Late submission will attract a penalty of 10% of the total weighting of the assessment task. A 10% deduction applies for EACH late day and the assessment will not be accepted after 5 working days. Extensions will only be granted upon the basis that there is reasonable medical evidence of illness or any other extreme circumstances that the university may place under consideration. Under no circumstances will extensions be granted for work or any other commitments. A request for an extension must formally be submitted to the lecturer in writing prior to the due date, in accordance with the university's assessment policies. Medical certificates or other evidence of extreme misfortune must be submitted through a special consideration form and must contain information that justifies the extension sought.

Final examination (individual)(40%)

A final exam in the form of Multiple Choice, true/false Questions and short answer questions will also be conducted during the university's set examination period. To be completed at the set time.

Detailed Daily Schedule (TBC)

Topic (tentative)	Description	Activities
Introduction to E-business	Introduction to E-business; Key concepts	Introduction; Lecture/seminar; Group formation
E-business infrastructure	The hardware and software technologies used to build an e-business infrastructure; The hardware and software requirements necessary to enable employee access to the internet and e-business services	Lecture/seminar; Case Studies ; In Class Activities
Building an e-business presence	Exploring methods with websites; mobile sites and apps	Lecture/seminar; Case Studies ; In Class Activities
E-business security and payment systems	Encryption, Digital Signature, Security Certificates	Lecture/seminar; Case Studies ; In Class Activities
E-business business models	Business - to - Business (B2B); Business - to - Consumer (B2C); Business - to - Government (B2G); Government - to - Business (G2B); Government - to - Citizen (G2C)	Lecture/seminar; Case Studies ; In Class Activities
E-business marketing and advertising	Objectives and key characteristics Strategies and types of promotions Implementation	Lecture/seminar; Case Studies ; In Class Activities
Social, mobile and local marketing	Mobile marketing concepts and techniques	Lecture/seminar; Case Studies ; In-Class Activities; Individual research report (20%)
Legal, ethical social impacts of e-business	Difficulties in protecting privacy ; Intellectual property rights; Major legal issues; Societal issues; The future of e-business	Field trips
Online media	Social Influences ; Drawing traffic; Marketing strategy	Lecture/seminar; Case Studies ; In-Class Activities; Group project submission (40%)
Social networks and communities	Integrating social network with e-business.	Lecture/seminar; Final examination (40%)

Content is subject to change.

Academic Integrity and Policies

[Tongji University Academic Policy](#) for international students makes reference to the Academic Policy for Undergraduates (Issuing on 20th, June 2005) and Academic Policy for Postgraduates.

Academic Integrity

Students are expected to uphold the university's academic honesty principles, which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Tongji University in all programmes of study, including non-graduating students. It is to reinforce the University's commitment to maintaining integrity and honesty in all academic activities of the University community.

Policy

- The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University.
- The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.
- Academic dishonesty affects the University's reputation and devalues the degrees offered.
- The University will impose serious penalties on students who are found to have violated this Policy. The following penalties may be imposed:
 - Expulsion;
 - Suspension;
 - Zero marks/ fail grade;
 - Marking down;
 - Re-doing/re-submitting of assignments or reports; and
 - Verbal or written warning.