

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	LGT4115
Subject Title	E-Commerce and Logistics
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	The role of this subject is to provide undergraduate students with an understanding of the basic business models and strategies for e-commerce within different organizations. The students should be able to explain how the internet and related technologies (e.g., artificial intelligence, big data, and high-performance computing) can effectively improve business decision and reshape the business strategy. The course introduces the difference between traditional businesses and currently fast-evolving e-business and the students will analyze related cases to evaluate how e-commerce changes the traditional business processes. The interactions between e-commerce and logistics industry will be analyzed and the students will be challenged to apply the information techniques and data analytics tools to improve the e-logistics management.
Subject Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. Describe and explore various business and marketplace models and basic concepts and knowledge for e-commerce b. Describe structure and functions of key technologies supporting e-commerce and apply corresponding tools to improve e-commerce processes and make better business decisions c. Analyze sample e-commerce cases and evaluate how e-commerce business influence traditional business through the use of information technology among governments, people, and companies; d. Understand the information systems approach for the planning, analysis, design, development, and evaluation of supply chain and e-logistics management. e. Identify emerging trends in e-commerce development.
Subject Synopsis/ Indicative Syllabus	<p>Fundamentals of e-commerce Common business models, critical success factors, and key technologies, etc.</p> <p>E-commerce Infrastructure The Internet, the web, and important features and services, etc.</p> <p>E-commerce applications</p>

	<p>Digital commerce, online media, social commerce, e-marketing, e-advertising, and mobile commerce, etc.</p> <p>E-commerce Security</p> <p>Key dimensions of e-commerce security, security threats, important technologies that secure e-commerce, and e-payment systems, etc.</p> <p>Web Statistics & Web Analytics</p> <p>Business intelligence, search engine optimization, web traffic, visitor analysis, and cloud computing, etc.</p> <p>Supply chain and e-logistics management</p> <p>Business strategies, analytical methodologies, and information technology in supply chain management; the information system techniques for planning, analyzing, designing, development, and evaluation of supply chain and e-logistics management; operations research and artificial intelligence foundation of e-commerce retail and services; etc.</p> <p>Hands-on Topics</p> <p>Basic skills in web design, data analytics, database management system, decision support system, and enterprise resource planning system, etc.</p>																																	
<p>Teaching/Learning Methodology</p>	<p>There will be a mix of lectures, discussions, case studies, and laboratories. Mini-group discussion and projects will be carried out on some business cases in depth and reports are produced at the end of the term. Hands-on experiences of using e-commerce tools will also be provided to the students.</p>																																	
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="528 1151 1461 1559"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment</td> <td>50%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Final Exam</td> <td>50%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="5"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The various methods are designed to ensure that all students taking this subject have a balanced learning experience. Individual assignment will be designed to test students' understanding on e-commerce concepts and knowledge, as well as the ability to explore new knowledge and apply them to solve the real business problems. Term project will require students to propose e-commerce business plan, design and apply information technology to deliver the proposal.</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a	b	c	d	e	Continuous Assessment	50%	✓	✓	✓	✓	✓	Final Exam	50%	✓	✓	✓		✓	Total	100 %					
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Final Exam	50%	✓	✓	✓		✓																												
Total	100 %																																	
	<p>Class contact:</p> <ul style="list-style-type: none"> ▪ Lecture 	<p>26 Hrs.</p>																																

Student Study Effort Expected	▪ Tutorial	13 Hrs.
	Other student study effort:	
	▪ Preparation for lectures/tutorials	45 Hrs.
	▪ Preparation for individual assignment/ group project/ final exam	42 Hrs.
	Total student study effort	126 Hrs.
Reading List and References	<p><u>Recommended Textbooks</u></p> <p>Laudon, K. C. and Traver, C. G. (2018). <i>E-Commerce: Business, Technology, Society</i>. Pearson Education, 14th Edition. ISBN: 9781292251707.</p> <p><u>Reference Books</u></p> <p>Turban, E., King, D., Lee, J. K., Liang, T.-P., and Turban, D. C. (2015) <i>Electronic Commerce: A Managerial and Social Networks Perspective</i>. Springer, 8th edition. ISBN: 978-3319100906.</p> <p>Camm, J.D. (2017). <i>Essentials of Business Analytics</i> (Second ed.). Boston, MA: Cengage Learning.</p> <p>Evans, J. (2016). <i>Business Analytics: Methods, Models, and Decisions</i> (Second ed.). Boston: Pearson.</p>	