

The Hong Kong Polytechnic University

Subject Description Form

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| Subject Code | LGT4115 |
| Subject Title | E-Commerce and Logistics |
| Credit Value | 3 |
| Level | 4 |
| Normal Duration | 1-semester |
| Pre-requisite / Co-requisite/ Exclusion | Nil |
| Role and Purposes | <p>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 to effectively improve business decision and reshape the business strategy (Outcome 3). 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 change the traditional business processes (Outcome 5). The influence from e-commerce on logistics industry will be analyzed (Outcome 11) and the students will be challenged to apply the information system techniques to improve the e-logistics management (Outcome 6).</p> |
| Subject Learning Outcomes | <p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> Describe and explore various business and marketplace models and basic concepts and knowledge for e-commerce Describe structure and functions of key technologies supporting e-commerce and apply corresponding tools to improve e-commerce processes and make better business decisions 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; Understand the information systems approach for the planning, analysis, design, development, and evaluation of supply chain and e-logistics management. Identify emerging trends in e-commerce development. |
| Subject Synopsis/ Indicative Syllabus | <p>Fundamentals of e-commerce Common business models, critical success factors, internet marketing, and key technologies, etc.</p> <p>E-commerce applications Digital commerce, online media, social commerce, e-payment, e-advertising,</p> |

| | <p>and mobile commerce, 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, etc.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Teaching/Learning Methodology | <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> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Assessment Methods in Alignment with Intended Learning Outcomes | <table border="1" data-bbox="528 819 1465 1227"> <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> <p><i>To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Exam components.</i></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 % | | | | | |
| 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 % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Student Study Effort Expected | <table border="1" data-bbox="501 1632 1493 2047"> <tr> <td colspan="2">Class contact:</td> <td></td> </tr> <tr> <td>▪ Lecture</td> <td></td> <td>26 Hrs.</td> </tr> <tr> <td>▪ Tutorial</td> <td></td> <td>13 Hrs.</td> </tr> <tr> <td colspan="2">Other student study effort:</td> <td></td> </tr> <tr> <td>▪ Preparation for lectures/tutorials</td> <td></td> <td>45 Hrs.</td> </tr> <tr> <td>▪ Preparation for individual assignment/ group project/ final exam</td> <td></td> <td>42 Hrs.</td> </tr> </table> | | Class contact: | | | ▪ Lecture | | 26 Hrs. | ▪ Tutorial | | 13 Hrs. | Other student study effort: | | | ▪ Preparation for lectures/tutorials | | 45 Hrs. | ▪ Preparation for individual assignment/ group project/ final exam | | 42 Hrs. | | | | | | | | | | | | | | | |
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| ▪ Lecture | | 26 Hrs. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | Total student study effort | 126 Hrs. |
| Reading List and References | <p><u>Recommended Textbooks</u></p> <p>Laudon, K. C. and Traver, C. G. (2016). <i>E-Commerce: Business, Technology, Society</i>. Pearson Education, 12th Edition. ISBN: 978-0133938951.</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> | |