

# The Hong Kong Polytechnic University

## Subject Description Form

<b>Subject Code</b>	LGT4115
<b>Subject Title</b>	E-Commerce and Logistics
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Normal Duration</b>	1-semester
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	<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 (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.</p>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>Describe and explore various business and marketplace models and basic concepts and knowledge for e-commerce</li> <li>Describe structure and functions of key technologies supporting e-commerce and apply corresponding tools to improve e-commerce processes and make better business decisions</li> <li>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;</li> <li>Understand the information systems approach for the planning, analysis, design, development, and evaluation of supply chain and e-logistics management.</li> <li>Identify emerging trends in e-commerce development.</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b>Fundamentals of e-commerce</b> Common business models, critical success factors, and key technologies, etc.</p> <p><b>E-commerce Infrastructure</b> The Internet, the web, and important features and services, etc.</p>

	<p><b>E-commerce applications</b></p> <p>Digital commerce, online media, social commerce, e-marketing, e-advertising, and mobile commerce, etc.</p> <p><b>E-commerce Security</b></p> <p>Key dimensions of e-commerce security, security threats, important technologies that secure e-commerce, and e-payment systems, etc.</p> <p><b>Web Statistics &amp; Web Analytics</b></p> <p>Business intelligence, search engine optimization, web traffic, visitor analysis, and cloud computing, etc.</p> <p><b>Supply chain and e-logistics management</b></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><b>Hands-on Topics</b></p> <p>Basic skills in web design, data analytics, database management system, decision support system, and enterprise resource planning system, etc.</p>																																	
<b>Teaching/Learning Methodology</b>	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.																																	
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table><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><tr><td><b>Continuous Assessment</b></td><td>50%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td><b>Final Exam</b></td><td>50%</td><td>✓</td><td>✓</td><td>✓</td><td></td><td>✓</td></tr><tr><td><b>Total</b></td><td>100 %</td><td colspan="5"></td></tr></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	<b>Continuous Assessment</b>	50%	✓	✓	✓	✓	✓	<b>Final Exam</b>	50%	✓	✓	✓		✓	<b>Total</b>	100 %					
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<b>Continuous Assessment</b>	50%	✓	✓	✓	✓	✓																												
<b>Final Exam</b>	50%	✓	✓	✓		✓																												
<b>Total</b>	100 %																																	

<b>Student Study Effort Expected</b>	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.
	Total student study effort	126 Hrs.
<b>Reading List and References</b>	<p><b><u>Recommended Textbooks</u></b></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><b><u>Reference Books</u></b></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, 8<sup>th</sup> 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>	