Macao Polytechnic University

Faculty of Business

Bachelor of E-Commerce

Module Outline

Academic Year <u>2022 / 2023</u>   Semester <u>2</u>

Learning Module	Business Computing with Internet Applications (EC)	Class Code	COMP1120
Pre-requisite(s)	None		
Medium of Instruction	English	Credit	3
Lecture Hours	45 hrs	Lab/Practice Hours	N.A.	Total Hours	45 hrs
Instructor	Dr. Billy Yu	E-mail	billyyu@mpu.edu.mo
Office	Room no M534	Telephone	8599 3312

Description

This course provides a foundation to Internet/Intranet technologies by teaching students on how to use Internet browsers. This course also focuses on the design and development of Web pages. It will cover the basic elements/structure of HTML documents, Web site development process and most importantly the usage of tools to construct different components used in Web pages.

Learning Outcomes

After completing the learning module, students will be able to:

1. understand the Internet architecture
2. illustrate the security and privacy issues in the Internet architect;
3. apply different elements, like CSS and HTML tags, in a webpage;
4. use Dreamweaver to develop Web sites;
5. discuss and evaluate usability in web design.

Alignment of Program and Module Intended Learning Outcomes

PILOs	MILOs
1. Demonstrate an understanding of the business processes and operations and the skillful realization of information technologies required to practice electronic commerce;	
2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce;	3 & 4
3. Analyze critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives;	2
4. Select and apply tools and technologies to effectively implement electronic commerce systems in business intelligence, enterprise resources planning, supply chain management, and customer relationship management;	
5. Develop relationships, motivate others, manage conflicts, lead changes, and work across differences in multi-disciplinary electronic commerce projects;	
6. Communicate and work effectively using written and spoken word, non-verbal language, and electronic tools with fellow professionals and different stakeholders in the electronic commerce industry;	1 & 5
7. Demonstrate a global electronic commerce perspective as evidenced by an understanding of foreign languages and the role of Macau as an interface between the East and the West;	
8. Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and abilities;	
9. Conduct research and devise innovative electronic commerce models to exploit business opportunities; and	
10. Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society comprehensively.	

Content

1. Introduction to the module (2 hours)
    1.1   Project briefing and guideline
    1.2   Brower Basics

2   Introduction to the Internet (4 hours)
    2.1   The Client-server Architecture
    2.2   Understanding the elements in the Web

3   Security and privacy (6 hours)
    3.1   Encryption technologies
    3.2   Certificates
    3.3   Cookies

2. HTML Basics (3 hours)
    2.1   Understanding HTML
    2.2   Creating an HTML document

3. Midterm I (2 hours)

4. Dreamweaver overview (7 hours)
    4.1   Server site setting
    4.2   Configuring server
    4.3   Site management

5. Other HTML Components (6 hours)
    5.1   Pictures & Link
    5.2   Tables and Page Layout
    5.3   Form management
    5.4   Some advanced topics

6. Usability and user attentions (7 hours)
    6.1   Why Usability?
    6.2   Learnability
    6.3   Flexibility
    6.4   Robustness

7. Project demonstration, audit and corrections (3 hours)

8. Midterm II (2 hours)

9. Project Presentation and Participation (3 hours)

Teaching Method
Lectures, videos, case studies, self-learning exercises, group discussion

Attendance
Attendance requirements are governed by the "Academic Regulations Governing Bachelor's Degree Programmes of Macao Polytechnic University". Students who do not meet the attendance requirements for the course will not be permitted to sit the final or re-sit examination and shall be given an 'F' grade.

Assessment
This course is graded on a 100 point scale, with 100 being the highest possible score and 50 the pass score.

	Item	Description	Percentage
1.	Project	Project of this subject	35%
2.	Midterm I	Midterm Examination (written)	25%
3.	Midterm II	Midterm Examination (written)	30%
4.	Class performance	Leaning attitudes and level of participations	5%
5.	Participations	Server activities in programming webpages	5%

Total Percentage: 100%

Plagiarism Policy
It is student's responsibility to ensure that his/her assignment has been checked by Turnitin software, and the similarity score given by Turnitin software cannot be higher than 30%. However, a special case can be determined by the instructor.

Teaching Material(s)

Reference
Textbook(s)
- Mark Myers (2019) Adobe Dreamweaver CC Basics of Web Design and Development, Independently Published, ISBN 9781686594571.

Reference book(s)
- Mark Myers (2015) A Smarter Way to Learn HTML & CSS: Learn it faster. Remember it longer, CreateSpace Independent Publishing Platform, ISBN 150867387X.

- David McFarland, Chris Grover (2014) Dreamweaver CC: The Missing Manual, 2nd Edition, O'Reilly Media
- G.P. Schneider & J. Evans (2013) New Perspectives on the Internet: Comprehensive, Cengage Learning, ISBN 1111529116.

Journal(s)

Nil

Website(s)

https://www.w3schools.com/html/html5_intro.asp

Note:

1. The above class schedule is tentative and subject to change depending on the progress of the students.
2. Students are responsible for ALL materials covered in class AND in the textbook.