

Macao Polytechnic University

Faculty of Business

Bachelor of E-Commerce

Module Outline

Academic Year 2022 / 2023 Semester 1

Learning Module	E-Business Applications	Class Code	ECOM3120-311		
Pre-requisite(s)	None				
Medium of Instruction	English			Credit	3
Lecture Hours	37 hrs	Lab/Practice Hours	8 hrs	Total Hours	45 hrs
Instructor	Billy Yu		E-mail	billyyu@mpu.edu.mo	
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Description:

This module outlines the core technologies (digitized SCM, ERP, CRM) to operate an integrated E-Business enterprise and explains their applications in modern businesses. Topics include digitized CRM, ERP, and SCM tools, Business Process Management (BPM), the basics of KM and Social Networking. A commercial software product such as Microsoft Dynamics or Oracle E-Business Suite will be used as students' labs.

Learning Outcomes:

Upon completion of this module, the students should be able to:

1. define concepts of core technologies;
2. differentiate the technologies and their applications;
3. evaluate the strategic opportunities and threats created by technology platform;
4. analyse the business processes for both efficiencies and safety;
5. recommend the proper level of process record and checking under various conditions.

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 & 4
2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce;	
3. Analyze critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives;	1 & 3
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
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;	
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. Overview and project briefing (3 class hours)
2. Introduction to CRM (1 class hours)
3. CRM classifications and deep learning applications (4 class hours)
4. Value chain and Business Process (3 class hours)
5. Understanding the enterprise systems architecture (Practice: 3 hours)
 - 5.1. enterprise architecture and system setup
6. Master data and environment setup for the enterprise systems (2 class hours)
 - 6.1. client, vendor and master data (Practice: 2 hours)
7. Introduction to Procurement (4 hours)
 - 7.1. Procurement, purchasing order, order processing and verifications (Practice: 1 hours)
8. Mid-term Examination (1.5 class hours)
9. Reviewing midterm (1.5 class hours)
10. Project audit and corrections (3 hours)
 - 10.1. Project audit, comments and corrections
11. Introduction to Fulfillment management (3 hours)
 - 11.1. Fulfillment, quotation, sales order, order processing and issue (Practice: 1.5 hours)
 - 11.2. Process Modeling in Process Discovery, illustrated by Fulfillment
12. Introduction to Production management (1 hours)
 - 12.1. Production, bill of material, work order, order processing and goods issue (Practice: 1.5 hours)
13. Introduction to knowledge management and social network for enterprise (3 class hours)
14. Project presentations (3 hours)
15. Final Examination (3 class hours)

Teaching & Learning activities:

Students are required to prepare for and actively participate in lectures. Other than passive listening, they are expected to practice, take notes and ask questions in class. The projects expect students to be creative. Students should apply the module material as well as knowledge from other subjects for their group project. For the examination preparation, they are encouraged to study in group discussions with all sorts of reference materials, including videos.

Attendance:

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic University”. Students who have less than the required attendance for the enrolled subject are not eligible to attend the final or re-sit examinations and will be given an “F” as their final grade.

Assessment:

1. Assignments & Project	35%
2. Midterms	25%
3. Examination	40%

Total: 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.

Academic Integrity:

Academic honesty is the basis for academic achievement. Cheating or dishonest act in assignments, projects, mid-term or final examination is a serious offense: a maximum grade deduction of 100% will be exercised.

Teaching Materials:

Textbook

1. Marlon Dumas, Marcello La Rosa, Jan Mendling & Hajo A. Reijers (2018) Fundamentals of Business Process Management, Springer, ISBN 3662565080.
2. Marianne Bradford (2015) Modern ERP: Select, Implement & Use Today's Advanced Business Systems lulu.com, ISBN 131266598X
3. Simha R. Magal & Jeffrey Word (2012) Integrated Business Processes with ERP Systems, Wiley, ISBN 978-0470478448.

References

1. Yu, B. (2022) How consumer opinions are affected by marketers: an empirical examination by deep learning approach. *Journal of Research in Interactive Marketing*. Ahead-of-print. <https://doi.org/10.1108/JRIM-04-2021-0106>
2. Del Giudice, M., Soto-Acosta, P., Carayannis, E., & Scuotto, V. (2018). Emerging perspectives on business process management (BPM): IT-based processes and ambidextrous organizations, theory and practice. *Business Process Management Journal*, 24(5), 1070-1076.
3. Yu, T.W. and To, W.M. (2011) "The Importance of Input control to work performance under the agency theory framework," *International Journal of Human Resource Management*, Vol.22, No.14, pp.2874-91.
4. Nonaka, I., & Toyama, R. (2015). The knowledge-creating theory revisited: knowledge creation as a synthesizing process. In *The essentials of knowledge management* (pp. 95-110). Palgrave Macmillan, London.
5. Swan, J., Newell, S., Scarbrough, H., & Hislop, D. (1999). Knowledge management and innovation: networks and networking. *Journal of Knowledge management*, 3(4), 262-275.
6. Sinclair, J. K., & Vogus, C. E. (2011). Adoption of social networking sites: an exploratory adaptive structuration perspective for global organizations. *Information Technology and Management*, 12(4), 293-314.
7. Yu, T.W., To, W.M. and Lee, K.C. (2012) "Quality management framework for public management decision making," *Management Decision*, Vol. 50, No. 3, pp.420-438.
8. Yu, Billy T.W. and To, W.M. (2013) "The effect of internal information generation and dissemination on casino employee work related behaviors," *International Journal of Hospitality Management*, Vol. 33, June 2013, pp.475–483.

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.