# Course Syllabus

**Academic Year 2016 / 2017 1st Semester**

<table>
<thead>
<tr>
<th>Course Title:</th>
<th>E-Business Applications</th>
<th>Course Code:</th>
<th>ECOM3120 - 31121</th>
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</thead>
<tbody>
<tr>
<td>Pre-requisite(s):</td>
<td></td>
<td></td>
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<tr>
<td>Language of instruction:</td>
<td>English</td>
<td>Credits:</td>
<td>3</td>
</tr>
<tr>
<td>Course Duration:</td>
<td>45 class hrs</td>
<td>Total Course Duration:</td>
<td>45 class hrs</td>
</tr>
<tr>
<td>(Theory)</td>
<td>Course Duration (Practice)</td>
<td></td>
<td></td>
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<tr>
<td>Instructor:</td>
<td>Billy Yu</td>
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<td><a href="mailto:billyyu@ipm.edu.mo">billyyu@ipm.edu.mo</a></td>
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## Course Description:

This course 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 course, the students should be able to:

1. define concepts of core technologies (digitized SCM, ERP, CRM);
2. differentiate the technologies and their applications;
3. analyse the strategic opportunities and threats created by the global networked technology platform;
4. analyse the business processes for both efficiencies and safety;
5. apply the competitive advantages in different business contexts.
Content:

1. Course overview and course project briefing (3 class hours)
2. Introduction to CRM (3 class hours)
3. CRM classifications and implementations (3 class hours)
4. Value chain and Business Process (6 class hours)
5. Enterprise Systems, ERP and SCM (6.5 class hours)
6. Basic accounting function in ERP system (1 class hours)
7. Introduction to Procurement (3 class hours)
   Mid-term Examination (1.5 class hours)
8. Reviewing midterm and project presentation briefing (3 class hours)
9. Project audit and corrections (3 class hours)
10. Introduction to Fulfillment and Production management (3 class hours)
11. Introduction to knowledge management (3 class hours)
12. Project Presentations (3 class hours)
13. Final Examination (3 class hours)

Teaching & Learning activities:
Students are required to prepare for and actively participate in class discussions. Other than passive listening, they are expected to take notes and ask questions in lectures as well as in group discussions. The projects expect students to be creative and students should apply the course material as well as knowledge from other subjects than what they learn in this course.

Attendance:
Attendance during the course must meet the attendance requirements as stated in the ‘Academic and Disciplinary Rules and Regulations’. 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 30%
2. Midterms 20%
3. Examination 50%

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Total: 100%
Teaching Materials:

**Course textbook**

**References**


**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.