EC Websites Development

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Course Objectives

- To introduce a holistic view of an organization (or a business) and the roles of a website.
- To understand that website design must rely on the design of business operations.
- To clarify some concepts in operations management, technology management and information management.
- To introduce the concepts regarding system development process.
- By completing a coursework project, one should realize the difficulties and challenges in a website development project.

References

- Lecture notes
- Everything being searched in Google
- Articles being searched in Google Scholar
- Articles on Wikipedia
- Videos on Youtube
- Articles in journals or magazines
- Project reports and assignments from YOU

OUTLINES

- EC Firms and Technology Firms
- Business Processes, IS and IT
- Review of IT and IS
- Evolution in BM & IM
- Systems Development
  - Overview, Remarks (S1), Examples (S2)
- Advanced Topics
  - Service Systems & Engineering (c.f. Computational Thinking or Business Process Engineering)
  - Related Topics
- Review Questions

SCHEDULE (18 Weeks)

- Course Introduction [1 week]
- EC Firms and Technology Firms [2 week]
- Business Processes, IS and IT [2 week]
- Progress Report I [1 week]
- Review of IT and IS [1 week]
- Evolution in BM & IM [1 week]
- Midterm Examination [1 week] (Week 9)
- Progress Report II [1 week]
- Systems Development [3 weeks]
  - Overview, Remarks (S1), Examples (S2)
- Advanced Topic [2 weeks]
- Final Report [1 week] (Week 16)
- Review Lecture [1 week]
- Final Examination [1 week] (Week 18)

Assessments

- (20%) Written and reading assignments [individual]
- (20%) Progress Report (Written report and oral presentation)
  - Analyzing EC Websites [group/individual]
  - Business plan of a new E-Business. [group/individual]
- (30%) Final Report (Written report and oral presentation)
  - Analyzing EC Websites [group/individual]
  - Business plan of a new E-Business. [group/individual]
- (50%) Mid-term/Final exams [individual]

- ***Final Score = MIN{100, WA+RA+PR+FR+EXAMS}***

E-Commerce

- E-Commerce (EC) is coined to refer to all the commercial activities conducted over the Internet, with focus on the new startup firms in the 1990s.
- Essential information technologies supporting EC activities include, but limited to, Internet, information systems (with websites), e-payment systems computers and cell phones.

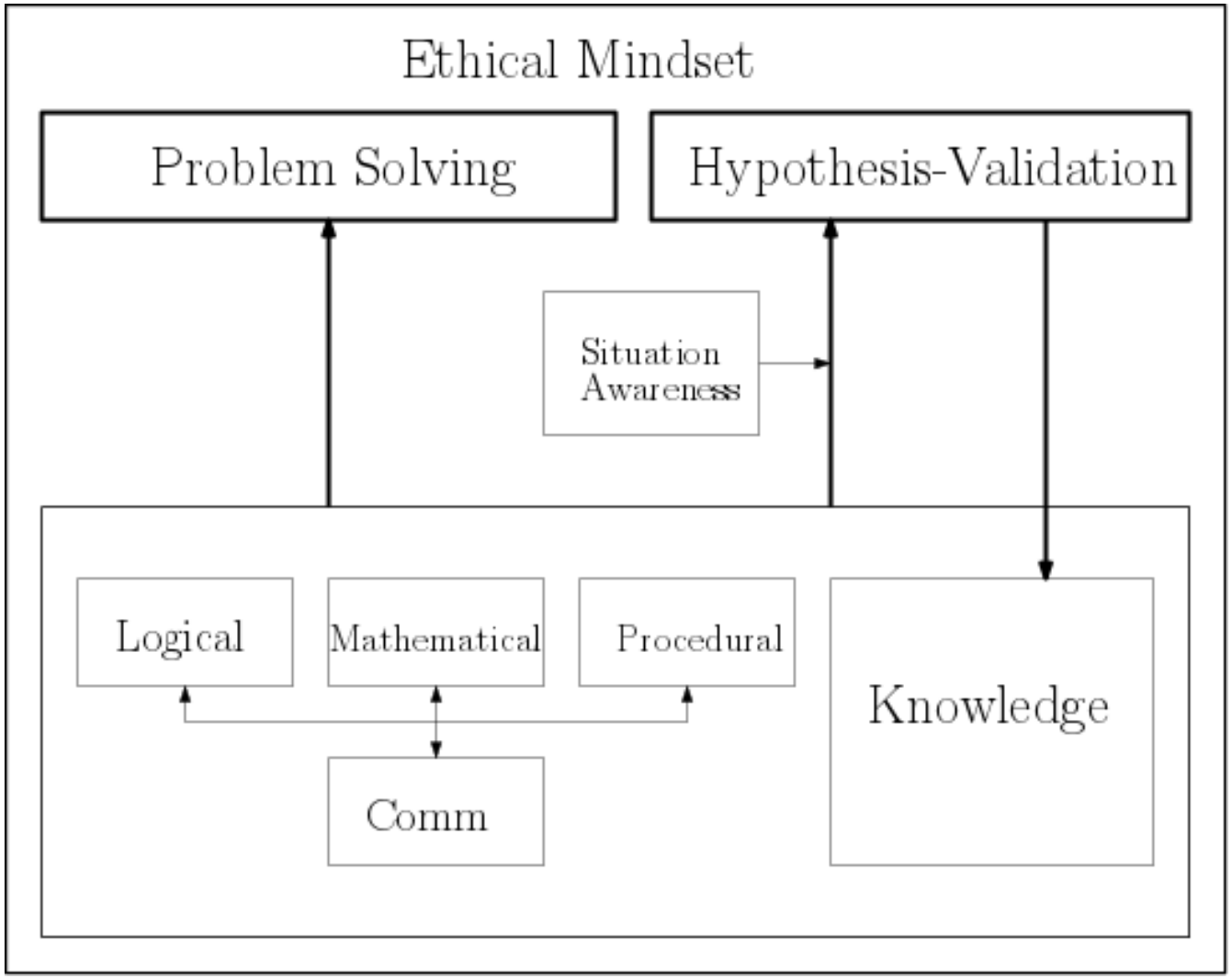
Courses Taught by John Sum

- Engineering Businesses
  - Semester 1: E-Commerce Website Development
  - Semester 2: Computational Thinking in E-Commerce
- Emerging Technology
  - Semester 1: Emerging Technologies with Business Applications
  - Semester 2: AI & Machine Learning

Courses Taught by John Sum

- Intelligent Technology
  - Semester 1: Intelligent Technologies (for evening MBA program in Intelligent Technology Management)
  - Semester 2: AI & Machine Learning
  - Semester 2: Intelligent Technology Management (for evening EMBA program in Technology and Sports Management)

Skills for Learning



Skills for Learning

- Communication Skill
  - Incoming: Read and listen. Outgoing: Talk and write. Mental processing: Think.
  - Presentation skills (Outgoing skills) – Written and oral. Able to 'logically' organize large amount of information (more than 1500 words) and present them in a paper, a book or in a speech.

- Analytical Thinking Skill
  - Logical thinking
  - Identify the logical consequences amount events, facts and concepts.
  - Making and testing a hypothesis.

Skills for Learning

- Mathematical Thinking Skill
  - To understand a theory.
  - To validate hypothesis.
  - To model a system and analyze its behavior.
  - To identify if a procedure is the best procedure in solving a problem.

- Procedural (Computational) Thinking Skill
  - Design steps (SOPs) for solving a problem.
  - Operations (Processes) design, organization design
  - Quality design

Skills for Learning

- Situation Awareness
  - You are not asked to solve a problem.
  - You are able to sense the existence of a problem (an hypothesis).
  - Imagination
  - Curiosity
  - Gifted (Born to be)

- Destination
  - To be a proactive problem solver
  - To be a leader, not just a follower
  - To be a knowledge generator, not just a knowledge learner.