FACULTY OF BUSINESS

BACHELOR OF E-COMMERCE

LEARNING MODULE OUTLINE

Academic Year	2023 / 2024	Semester	2
Module Code	COMP1120		
Learning Module	Business Computing with Internet Applications (EC)		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Billy Yu	Email	billyyu@mpu.edu.mo
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MODULE 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.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	understand the Internet architecture
M2.	illustrate the security and privacy issues in the Internet architect
M3.	apply different elements, like CSS and HTML tags, in a webpage
M4.	use Dreamweaver to develop Web sites
M5.	discuss and evaluate usability in web design

These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5
P1. Demonstrate an understanding of the business processes and operations and the skillful realization of information technologies required to practice electronic commerce;		✓		✓	
P2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce;	✓	✓	✓		✓

P3.	Analyze critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives;	✓	✓	✓	✓	
P4.	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;			✓	✓	✓
P5.	Develop relationships, motivate others, manage conflicts, lead changes, and work across differences in multi-disciplinary electronic commerce projects;					
P6.	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;					
P7.	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;					
P8.	Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and abilities;				✓	✓
P9.	Conduct research and devise innovative electronic commerce models to exploit business opportunities; and					
P10.	Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society comprehensively.					

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Chapter 1 Introduction - Overview, project briefing Chapter 2 Internet framework, basics - Browser basics	3 hours
2	Chapter 2 Internet framework, basics - The Client-server Architecture - Understanding the elements in the Web	3 hours
3	Chapter 2.1 Security and privacy - Encryption technologies	3 hours
4	Chapter 2.1 Security and privacy - Certificates - SSL - Cookies	3 hours
5	Chapter 3.1 HTML Basics - Understanding HTML - Creating an HTML document	3 hours
6	Chapter 3.2 Dreamweaver overview - Server site setting - Configuring server	3 hours

7	Chapter 3.2 Dreamweaver overview - Site management Chapter 3.3 HTML Components with Dreamweaver - Pictures & Link - Tables and Page Layout	3 hours
8	Chapter 3.3 HTML Components with Dreamweaver - Form management	3 hours
9	Midterm Exam I - Reviewing midterm exam result and briefing for project presentations	3 hours
10	Chapter 3.3 HTML Components with Dreamweaver - Advanced features eased by Dreamweaver	3 hours
11	Project Demo - Audit and corrections	3 hours
12	Chapter 4 Usability and user attentions - Why Usability? - Learnability	3 hours
13	Chapter 4 Usability and user attentions - Flexibility - Robustness	3 hours
14	Midterm Exam II & Reviewing midterm exam result	3 hours
15	Project Presentation	3 hours

Project Presentation (3 hours)

TEACHING AND LEARNING ACTIVITIES

Students are required to participate attentively to lecturer explanation and practice in a step-by-step manner. They are required to apply the techniques in real business problems as well as in group project. A high level of self-learning, with the reference books, lectures, videos, case studies, and group project discussion or any other resources, is vital and expected in their projects and examinations. In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5
T1. Lectures: related management theories, concepts, and approaches will be presented using multimedia instructional materials. Q&A: It allows interactions between instructor and among students.	✓	✓	✓	✓	✓
T2. Project: 5 to 7 students will be required to work as a group to complete a group project. This group project will be designed to promote students intellectual, social and presentation skills and help to prepare them for the real world in which teamwork and collaboration are important. Q&A: It allows interactions between instructor and among students.		✓	✓	✓	
T3. Preparation: Students must read teaching materials before coming to the class. They will be asked to work on	✓	✓			✓

problems or respond to key conceptual issues during the class hour. - Midterm exam will be given to students in order to motivate them to review what they have learned.				

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing [Doctoral/Master's/Bachelor's] Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Project	35	M2 – M4
A2. Midterm I	25	M1 – M4
A3. Midterm II	30	M1, M2 – M5
A4. Class performance	10	M1 - M5

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits. Project is not assignment. Students are required of their critical thinking, problem solving skills, collaboration, and various forms of communication. To answer a driving question and create high-quality work, students need to do much more than remember information. They need to use higher-order thinking skills and learn to work as a team.

MARKING SCHEME

	Assessment Tasks	Criteria	Excellent (A, A-)	Very Good, Good (B+, B, B-)	Satisfactory (C+, C, C-)	Pass (D+, D)	Fail (F)
			88-100	73 - 87	58 - 72	50 - 57	0 – 49
1.	Class Learning Activities	Demonstrate the **efforts** to think and answer questions in classes and show active learning attitude	High	Significant	Moderate	Basic	Not even reaching marginal levels

2.	Group Project	Demonstrate the **understanding** of the subject and the **ability** to solve problems with <u>articulated</u> arguments in <u>well-organized</u> oral presentation and written report	High	Significant	Moderate	Basic	Not even reaching marginal levels
3.	Mid-term tests and Final examination	Demonstrate the **ability** to **identify** and **apply** appropriate concepts, methods and techniques	High	Significant	Moderate	Basic	Not even reaching marginal levels

REQUIRED READINGS

Textbook(s)

1. Mark Myers, 2019, Adobe Dreamweaver CC Basics of Web Design and Development, Independently Published, 9781686594571

2. David McFarland, Chris Grover, 2014, Dreamweaver CC: The Missing Manual, 2nd Edition, O'Reilly Media, 978-1-449-34170-1

REFERENCES

1. Mark Myers, 2015, A Smarter Way to Learn HTML & CSS: Learn it faster. Remember it longer, CreateSpace Independent Publishing Platform, 150867387X

2. G.P. Schneider & J. Evans, 2013, New Perspectives on the Internet: Comprehensive, Cengage Learning, 1111529116

3. David Karlins , 2013, Dreamweaver CS6 Mobile and Web Development with HTML5, CSS3, and jQuery Mobile, Packt Publishing, 201849694745

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not

limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.

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.