

**ISOM3310**  
**E-Business and Web Analytics**  
**Summer 2020**

Instructor: Dr. Jack Teh ([jteh@ust.hk](mailto:jteh@ust.hk))  
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**Overview:**

The Internet is reshaping the way we do business. Despite the dot com bubble in the beginning of the century, the world economy is more digitized than ever before. The *Economist* magazine once reported, “No company can any longer afford to ignore the internet, even if it does not sell much or anything at all online.” [15 May 2004, p.9]. Firms must rethink how they generate and deliver value, as well as how they attract and retain customers.

The focus of learning is to provide students with an understanding on how organizations can exploit and have exploited Internet and related technologies as a means to effectively reshape their business strategy. This course introduces fundamental concepts, principles and technologies of e-business management; including web development, web and social media analytics, online marketing techniques, online payment methods and cybercurrency. This course is suitable for students from a whole range of science, engineering and business backgrounds.

Upon completion of the course, the student will be able to:

- Describe the content and interconnections of the e-business model using the blocks of the CANVAS model.
- Discuss the lesson from the failures of Unicorn.
- Identify and describe basic e-business marketing and branding strategies.
- Analyze web traffic, visitor analysis and search engine optimization.
- Discover useful knowledge from Web hyperlinks, page content and usage log.
- Understand the importance of the supporting role of electronic payment and security system in e-commerce.

**Course Assessment:**

Assignments (5)	10%
After class exercise (best 8/9)	15%
Reading Assignment (5)	15%
Class Participation	15%
Project Presentation	10%
Project Report (2)	10%
Web Site Design	5%
Final Exam	20%

**Materials:**

**E-Commerce: Business, Technology, Society 14th ed.**

Kenneth C Laudon, Carol Guercio Traver

**Digital Marketing (Harvard Business Publishing) July 2015**

Sunil Gupta & Joseph Davin

**Business Model Canvas**

Alexander Osterwalder

**Tentative Weekly Schedule:**

<b>Week</b>	<b>Topic</b>
3/Jul/2020	Introduction to e-business
6/Jul/2020	Business Model Canvas & Unicorns
8/Jul/2020	Business Models: Google & Netflix
10/Jul/2020	<b>Project Proposal Due (Zoom Meeting)</b>
13/Jul/2020	Digital Marketing I
15/Jul/2020	Digital Marketing II
17/Jul/2020	Search Engine Optimization (SEO), Web Statistics & Web Analytics
20/Jul/2020	e-commerce Applications: Retailing & Platform Business
22/Jul/2020	Security Control & Encryption
24/Jul/2020	Project Presentation
<b>25/Jul/2020</b>	<b>Project Report Due</b>
<b>27/Jul/2020</b>	<b>Final Exam (9:30 am-12:00 noon)</b>