

ISOM3310
E-Business and Web Analytics
Summer 2021

Instructor: Dr. Jack Teh (jteh@ust.hk)
TA: Tommy Ng (imtng@ust.hk)

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:

Week	Topic
2/Jul/2021	Introduction to e-business
5/Jul/2021	Business Model Canvas & Unicorns
7/Jul/2021	Business Models: Google & Netflix
9/Jul/2021	Project Proposal Due (Zoom Meeting)
12/Jul/2021	Digital Marketing I
14/Jul/2021	Digital Marketing II
16/Jul/2021	Search Engine Optimization (SEO), Web Statistics & Web Analytics
19/Jul/2021	e-commerce Applications: Retailing & Platform Business
21/Jul/2021	Security Control & Encryption
23/Jul/2021	Project Presentation
25/Jul/2021	Project Report Due
26/Jul/2021	Final Exam (9:30 am-12:00 noon)