

COMP5004

**Underlying Technologies for E-Commerce:
A Managerial Perspective**

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Course Description

Methodology

There will be a mix of lectures, discussions and case study analysis. Recent articles in the area of e-commerce strategies will also be reviewed and discussed in lectures. Students will be given the flexibility to tailor the study material to their organization environment and pursue relevant case studies.

Objectives

- Introduce the concepts that describe how to conduct business using the Internet
- Introduce the infrastructure, technologies and functional elements of e-commerce
- Identify, describe and seek insight concerning the barriers that face e-commerce
- Offer some possible ways to technologically mitigate those barriers

Administrative Details

Level:	5
Credits:	3
Pre-Requisites:	None
Recommended Background:	None
Mutual Exclusions:	None

The Not-So-Fine Print: Mechanics

Learning Approach (of 140 hours total):

Lectures	28	20%
Tutorial/Lab	14	10%
Project/Assignments	50	36%
Self Study	48	34%

Division of Responsibilities:

Mentor	42	30%
Tyro	98	70%

Assessment

Continuous Assessment and Tests	100%
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Suggested Reading

Electronic Commerce: Security Risk Management and Control

ISBN: 007229289X

M. Greenstein et al, McGraw Hill, 2000

\$50.00USD

e-Business 2.0: Roadmap for Success

ISBN: 0201721651

R. Klakota et al, Addison Wesley, 1999

\$27.96USD

Electronic Commerce: A Manager's Guide

ISBN: 0201880679

R. Klakota et al, Addison Wesley, 1997

\$29.95USD

Frontiers of Electronic Commerce

ISBN: 0201845202

R. Klakota et al, Addison Wesley, 1996

\$49.95USD

Favorite Bookstores

DATA BANK COMPUTER BOOKS

Basement, Wellable Commercial Building,
513 - 517 Hennessy Road,
Causeway Bay, Hong Kong
852-2577-5531

DUEBASE COMPUTER (Won Gum)

Shop No. 9, Lower G/F,
Fuk Wa St.152,
Golden Shopping Centre,
Sham Shui Po, Kowloon, Hong Kong
852-2728-7711

DUEBASE COMPUTER (Wan Chai)

Wan Chai Computer Centre, Shop No 221-223, 2/F
130 Hennessy Road
Southorn Centre, Hong Kong
852-2836-6990

What's On My Bookshelf

Understanding Electronic Commerce

ISBN: 1572315601

David Kosiur, Microsoft Press, 1997

\$250.00HKD

"A nicely generalized examination of the eCommerce problem, along with several interesting and non-contrived case studies. Given the publisher, this book is obviously biased towards Microsoft products, this should be taken into account when evaluating the technological solutions for deployment into your situations, but shouldn't be taken as a reason to discount all of the content of the book, most of which remains relevant to the issues that face eCommerce today." – gl

Teach Yourself E-Commerce Programming With ASP in 21 Days

ISBN: 0672318989

S. Walther et al, SAMS Press, 2000

\$450.00HKD

"A cute, quick introduction to Active Server Pages (ASP) technology, the technology offered by Microsoft for dynamic website generation on their free web server, Internet Information Server. The book features steadily increasing levels of complexity and the crucial subject of electronic payment is sufficiently covered. Because it's not overly technically oriented, uptake by quasi-technical readers should be fairly good, given they have at least passing familiarity with how computer programming works." – gl

MySQL and PHP From Scratch

ISBN: 0789724405

Wade Maxfield. QUE Press,

\$350.00HKD

"While quite vertically oriented in terms of its topic (web-based interface to email system) this book offers a reasonably good introduction to actually DOING SOMETHING with the technology that's demonstrably useful – rather than some silly contrived example that nobody in their right mind would deploy on an actual production system. If you take it at face value and just follow the steps you may very well produce something useful! Quite different an experience than with most computer books – which are either too theoretical or offer solutions that are just plain silly." – gl

PHP4 Developer's Guide

ISBN: 0-07-212731-7

Blake Schwendiman, McGraw Hill, 2001

\$600.00HKD

"Likely to be the most challenging read of the lot, this book is well worth the effort. If your desire is to create a truly world-class website then this could very well be the only book you want to read – when it comes to determining the underlying architecture. Where this book is strong, it's very strong; the PHP coverage is the best I've seen so far. Where it does not purport to help is in the areas above and below PHP – the network or application layer. For that help must be sought elsewhere. Still, taken for what it is this book represents great value and will hold an honored place beside the monitor on my desk for some time to come" – gl