COMP 321

- Lecture Schedule:
  - Wednesday (PQ 306, 14:30-17:00 Hrs)

- Lab Schedule:
  - Mon: 12:30 - 13:30 → Group 1
  - Mon: 13:30 - 14:30 → Group 2
  - Thu: 12:30 - 13:30 → Group 3

- Course Website:
  - Lecture materials
  - Assignments, Solutions
  - Online References, Articles, and Links

- Tutor:
  - Mandel, Chan Wai Man
  - Email: csmandel@comp.polyu.edu.hk
About Me?

- **Research**
  - Computer Vision, Pattern Recognition
  - Biometrics, Industrial Inspection

- **Department of Computing**

- **Office:** PQ 835

- **Email:** csajaykr@comp.polyu.edu.hk

- **Consultation hours:** Tuesday, 14:00 to 16:00 Hrs
  (appointment via email)
COMP 321 - Introduction to E-Business - Windows Internet Explorer

- Continuous Assessments: 60%
- Final Exam Assessment: 40%

Resources:
- E-Business and E-Commerce - DaveChaffey.com
- E-Commerce 2010 - Business, Technology, Society - Laudon and Traver
- Java Technology: java.sun.com
- WWW Technology: www.w3c.org

PHP
- What is PHP? - Manual
- PHP crypt
- PHP md5
- PHP sha1

Teaching Assistant:
- TBA
- TBA

Useful Links:
- Case Study: Business, Strategy and Technology at Google
- Google TV: Coming Soon - TV meets web!
- How to Create Successful E-Commerce Websites (YouTube)

Last updated: Wednesday, 01 September 2010 11:09:01 TST (Ajay Kumar)
Course Outline

- **Objectives**
  - To introduce the *fundamental concepts* of the use and application of *telecommunications, systems and technology* in the e-business environment;
  - To introduce the changes in organizational opportunities and expectations created through the use of e-Business processes enabled by *integrating information systems*, telecommunications and internet-based technologies;
  - To provide *hands on training* on developing the e-business applications and web sites using the market software packages, web authoring and development tools.

- **Textbook**

... and some more reference books/weblinks
Course Materials

➤ Lecture Materials
  ■ Copies of slides provided weekly on WebCT
  ■ Slides are only an aide memory, … …
  ■ Attend Lectures
     Lectures give you detailed point-wise meaning
     Slides may change
  ■ Roughly follow recommended textbook
  ■ Only selected subset of chapters
  ■ Enriched with materials from further sources (Books/Journals/Articles)

➤ Teaching Format
  ■ Lectures
  ■ Discussions
  ■ Case Analyses
  ■ Presentations on specific topics
What do I learn in this course?

- Become better informed users, customers and/or professionals in the application and use of e-business systems
- How to use information systems to
  - Create new products & services
  - Promote competitive advantage
- Hands on experience (tutorials, assignments) in the design of e-business systems and shopping cart
- Key issues and challenges
  - E-Security in business transactions
  - Ethical and social impact
- Deepen critical-thinking, Problem-solving for e-business
Why E-Business is Critical?

- Global Challenges
  - More than 50% Intel revenues from overseas sales
  - More than 80% toys sold in US are made in China while 90% of PCs sold in China use Intel’s or AMD’s chips
  - 60 million bank online everyday
  - 55 million read blogs everyday

\[ E-Business \rightarrow Operating \text{ and Transaction costs} \downarrow \]

- Improved Decision Making
- Competitive Advantage, Survival
Why E-Business is Critical?

- B2C Market in China
Course Content

- **Overview of e-business** (~ 2 weeks)
  - E-commerce Vs e-business; internet, intranet and extranet; e-business models; the core business area in organizations; foundation of information systems in business; the intra networked and internetworked e-business enterprise; industrial applications of e-business system

- **Software solutions for e-business** (~ 2 weeks)
  - Languages for the web; searching mechanisms; software agents; multimedia and webcasting on the web; decision making; packaged solutions for e-business; data integration with XML

- **The social infrastructure for e-business** (~ 2 weeks)
  - E-business planning; e-business strategy; e-business management; e-business development; e-business evaluation

- **The technical infrastructure for e-business** (~ 3 weeks)
  - Overview Access devices and channels; electronic delivery of goods and services; the web; front-end and backend computing infrastructure; communication protocols; network and data security; authentication; encryption; digital payments, and digital money

- **E-business system design and development** (~ 3 weeks)
  - E-business system design; web pages design; web database design; client-side and server-side programming; systems integration

- **E-business environments** (~ 2 weeks)
  - The economic environment; the social environment; the political environment; the ethical environment for e-business
Teaching Format

- Lecture slides and handouts
  - Supplement the slides, Illustrative examples

- Lectures
  - Come regularly
  - It is your responsibility to catch up your missed lectures with your friends

- Lab-Tutorials
  - Important tutorials to supplement the lectures
  - Step-by-step guide to creating business applications

- Assignments
  - Rigorous problems to consolidate your knowledge
# Lab-Tutorial Schedule

## Tentative Lab-Tutorial Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Tutorials (Number)</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Class Tutorial/ Microsoft Access</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>HTML (1)</td>
<td>Assignment # 1</td>
</tr>
<tr>
<td>4-5</td>
<td>Javascript (2)</td>
<td>Assignment # 2</td>
</tr>
<tr>
<td>6-7, 9-10</td>
<td>PHP Programming (4)</td>
<td>Assignment # 3</td>
</tr>
<tr>
<td>8</td>
<td>Class Tutorial</td>
<td>Group Project,</td>
</tr>
<tr>
<td>11-12</td>
<td>MYSQL Database (2)</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Shopping Cart* (1)</td>
<td>Group Project Presentation</td>
</tr>
</tbody>
</table>

* Using PHP & MYSQL
Assessment

» Continuous Assessment → 60
  ■ Assignments # 1 → 5
  ■ Assignments # 2 → 5
  ■ Assignments # 3 → 10
  ■ 6 Class/Lab Quizzes (MC) → 15
  ■ Group Project (4-5 Students) → 15
  ■ Mid Term Test → 10

» Examination → 40
  ■ No make up examination will be given
  ■ Will cover materials in assigned readings
  ■ Materials included in the lecture, closed-note and closed-book
Ground Rules

➢ In this class teachers & students
  ■ Turn the mobile phones in silent mode
  ■ Arrive on time
  ■ Ask when we don’t understand
  ■ Listen, one person talks at a time (monitor each other)

➢ In this class teachers
  ■ Finish on time
  ■ Respond to emails within 24/48 hours (via webCT)
  ■ Mark work within 2 weeks

➢ In this class students
  ■ Hand work in on time, Ask for any help they need
  ■ May study together but graded assignments must be their own work, Participate in activities, do not play games on mobile/pc
  ■ Respect the rights of others
  ■ If feel discomfort/tired, leave class silently

Agreed! (COMP 321, 01/09/2010)
Thou Shall Not Cheat

- Do not cheat
- I encourage you to discuss your assignments with your friends
  - Put everything in your own words

- But no copying
  - It is NOT a shame of not knowing how to do
  - Copying causes damage to your integrity and respect
  - Copying is stealing intellectual property
  - Tutors with advanced software will catch cheaters

- What if you are caught copying?
  - Both the copier and the originator get 0
  - 2nd time: Both get 0 and one full downgrade
  - Caught 3rd time: FAIL