

# The Hong Kong University of Science and Technology

## UG Course Syllabus

[Course Title] E-Commerce Technology and Applications

[Course Code] IEDA 3302

[No. of Credits] 3

[Pre-requisites] COMP 1021 OR COMP 1022P

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### Course Description

A significant portion of modern commercial activity is dependent on electronic commerce. In this course, students will gain familiarity with common e-commerce business models and get an understanding of how and when they are used. The course will cover important enabling technologies, including basics of internet communication, security, clouds, as well as low level technology enabling functions such as localization and tracking. Several important applications in various sectors of industry, including visualization and analysis as well as ELogistics will be introduced.

(ILOs): On successful completion of the course, students will be able to:

1. Understand the different e-commerce business models.
2. Understand the functioning and implementation of internet security.
3. Understand the basics of web crawling for data collection.
4. Be able to use simple techniques for visualization.
5. Understand the basics of regression and its use in Ecommerce and analysis.
6. Understand fundamental analytics tools for Ecommerce firms, including clustering, classification.

### Assessments:

Assessment Task	Contribution to Overall Course grade (%)
Mid-Term	30%
HW	10%
Group Project	30%
Final examination	30%

**Required Texts and Materials**

No textbook; lecture notes

**[Optional] Additional Resources**

Readings: Electronic Commerce: A Managerial and Social Networks Perspective, Turban, King, Lee, Liang, Turban; Springer