

ISOM3310 E-Business Management and Web Analytics

Fall 2026

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Office Hours: By appointment* (Location: LSK4057)

TA: TBA

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* Please use the email subject: **[ISOM3310]** ...

Time and Venue: Wednesday and Friday, 13:30 pm to 14:50 pm, LSK1001

Course Description

The Internet is reshaping the way we do business. Uber, the world's largest taxi company, owns no vehicles. Facebook, the world's most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. Airbnb, the world's largest accommodation provider, owns no real estate. Something interesting is happening now. Jeffrey Immelt, former CEO of General Electric, said "every industrial company will be in the information business whether they want to be or not." Hence, companies 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, technologies, and applications of e-business management; including web design, user experience, web analytics, search engine optimization, paid search, display advertising, email marketing, social media, and mobile commerce.

Course Materials

1. All the materials (e.g., lecture slides, readings, guidance) that you need will be provided through (<http://canvas.ust.hk>).
2. The textbook is *eMarketing: The Essential Guide to Marketing in a Digital World* (Stokes). (7th edition). Quirk (Pty) Ltd. It can be accessed for free at <https://open.umn.edu/opentextbooks/textbooks/emarketing-the-essential-guide-to-marketing-in-a-digital-world>
3. Additional Resources: Gupta, Sunil and Joseph Davin. "Marketing Reading: Digital Marketing," Boston: Harvard Business School Publishing, 2019

Learning Outcomes

- Describe common business models used in e-business.
- Understand the user experience strategies in the development of websites.
- Become knowledgeable of up-to-date digital marketing and web analytics terms and technologies.
- Develop, implement, and analyze strategies for products/services on the Internet.
- Determine the appropriate key performance indexes (KPIs) for any type of website and make appropriate recommendations to an e-business website based on the conversion funnel.

- Describe and evaluate the success and return on investment (ROI) of digital marketing.

Evaluations

Assessment Task	Contribution to Overall Course Grade
Individual Assignment 1	5%
Individual Assignment 2	5%
Group Project	25%
Digital marketing exam	20%
Web analytics and platform economy exam	25%
Recommendation system Exam	15%
Course Participation	5%

A. Individual Assignments (10%):

Individual Assignment 1 (5%)

- Take the Google Analytics 4 online course and get a Google Analytics 4 Certification
<https://skillshop.docebos.com/learn/courses/14810/google-analytics-certification>
- Email a certificate to TA before the deadline (see Class Schedule at the end of the syllabus)

Individual Assignment #2 (5%)

- Throughout the semester, you are required to watch a list of videos.
- Submit the report (max 5 pages) based on what you have watched before the deadline.
- Details will be provided in class.

B. Group Project (25%):

- Form groups to work on a project at the beginning of the semester. The number of students per group will be decided after the add-drop period.
- Group project is supported by Google Hong Kong office. Throughout the semester, a group will develop a search engine marketing (SEM) strategy for a non-profit organization in Hong Kong.
- A group will be acting as consultants and delivering a search engine marketing strategy to the client NGO. Group projects consist of two parts: 1) develop a search engine optimization strategy (SEO) and 2) develop and implement a paid per click (PPC) strategy. Details will be provided in class.

C. Exams (60%):

- All examinations will be closed book, closed notes, and no devices.
- Time conflicts with job interviews, other tests, travel plans, social obligations or any other, domestic, social, financial, religious or geopolitical situation, etc. will NOT be considered as a valid reason for missing an exam. There will be NO exceptions to this rule.

Digital marketing exam (20%)

- Covers search engine and digital marketing topics.
- If you have to miss this exam due to extraordinary circumstances such as unexpected hospitalization or loss of a family member, please let me (cc TA) know as soon as you can and see me with a doctor's note and/or verifiable and valid evidence. Only under such extraordinary circumstances, a make-up exam will be arranged for you but with *additional essay questions*.

Web analytics and platform economy exam (25%)

- Covers web analytics and platform economy topics.
- This exam is scheduled together with the recommendation system exam during the exam week.
- All rules for the recommendation system exam apply to this exam as well.

Recommendation system Exam (15%)

- Covers recommendation systems topics.
- Do not miss the exam. If you miss the exam, you will receive 0 points for that exam.
- There is NO make-up for the final examination.
- You will still need to be familiar with search engine and digital marketing topics

D. Class Participation (5%):

- Students are required to attend at least two of the four group presentation sessions. If the student only attends one, 2.5 points will be assigned. If the student does not attend any session, 0 points will be assigned.

Instructor-Student Communication Policy

- If you have any course related questions, please seek help from the TA first.
- If any of your course-related questions are not solved with TA, please see me in person in my office **by appointment** (send me an email to make an appointment).
- When you send me an email, always start your email subject line with "[ISOM 3310]"
- I encourage you to use the discussion board on Canvas where you can ask questions and your classmates can provide replies.

Class Policies

- Be on time: better still, be ahead of time by at least 1 minute.
- Be professional: do not do things that you should/would not do in a professional/work setting (e.g., do not eat, do not use mobile phone)

Grading

Exams and assignments will be graded by the TA. If you have a question about your grade or you believe that you were graded incorrectly, please first email the TA (within 1 week of receiving the grade). If the problem is not resolved with the TA, contact the professor by writing an email (cc TA and always start your email subject line with "[ISOM 3310]") and describing the situation and the reasons that justify your request for re-grading. In this case, the professor will re-grade the exam or assignment, and the grade may go up or down. This grade will be final. Students have one week from the date an assignment or test is returned to submit an email request for re-grading. After one week, no changes will be considered.

Late Policy

A 20% penalty will be deducted for each day or part of a day that an assignment is late. For instance, if you are 1-day late in submission, you or your group will be graded on 80% of your points for the submission. If you 2-days late in submission you or your group will be graded on 60% (reduction of 2 × 20%) of your points for the submission. If you are late by 5 days, then you are better off NOT submitting the deliverable. Please prepare in advance so that you will not encounter technical difficulties that will result in your work receiving a late penalty. If you have a conflict with the due date, assignments can always be submitted early.

Academic Integrity

Academic integrity entails absolute honesty in one's intellectual efforts. UST places a strong emphasis on academic integrity and has introduced new regulations to back this up. In addition to the course content related to business ethics related to IS/IT, special attention will be put on academic integrity demonstrated when you take this course. You should be especially aware of the policies on cheating and plagiarism. Cheating is any action that violates University norms or an instructor's guidelines for the preparation and submission of assignments. Such actions may include using or providing unauthorized assistance or materials on course assignments, or possessing unauthorized materials during an examination. Plagiarism involves the representation of another's work as your own, for example: (a) submitting as one's own any material that is copied from published or unpublished sources such as the Internet, print, computer files, audio disks, video programs or musical scores without proper acknowledgement that it is someone else's; (b) paraphrasing another's views, opinions or insights without proper acknowledgement or copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgement; (c) submitting as one's own work a report, examination, paper, computer file, lab report or other assignment which has been prepared by someone else. If you are unsure about what constitutes unauthorized help on an exam or assignment, or what information requires citation and/or attribution, please ask your professor. **Violations may result in the failure of the assignment, failure of the course, and/or additional disciplinary actions.**

Class Schedule (Tentative)

Date		Lecture	
September	2	Course Introduction	
	4	E-Business Fundamentals	
	9	Search engine marketing: concepts	
	11	Search engine marketing: what are auctions?	
	16	Search engine marketing: auction theory	
	18	Search engine marketing: targeting	
	23	Search engine marketing: campaign management	
	25	Search engine marketing: AI era	
	30	Digital marketing: beyond search engines	
October	2	Digital marketing: web design and user experience	
	7	Web Analytics: concepts	
	9	Web Analytics: tools	
	14	Web Analytics: new frontiers	
	16	Digital marketing exam	
	21	Platform economy: concepts	
	23	Platform economy: theories	
	28	Platform economy: network effect	
	30	Recommendation systems: concepts	
November	4	No classes; groups discuss their group projects	Individual Assignment 2 Due
	6	Recommendation systems: algorithms	
	11	Recommendation systems: reinforcement learning	
	13	Group presentations	
	18	Group presentations	
	20	Group presentations	
	25	Group presentations	
	27	Review	Individual Assignment 1 Due

The schedule is tentative and subject to change. Please check the course website regularly for the updated schedule.