Hong Kong University of Science and Technology
School of Business and Management
Spring 2025

ISOM 3310 – E-Business Management and Web Analytics
Tuesday and Thursday 09:00 – 10:20PM
Room 2406, Lift 17-18

Instructor:	Dongwon LEE, Ph.D.	
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Office:	LSK Room 4036	
Office Hours:	By appointment only	
Course website:	http://canvas.ust.hk	
Teaching Assistant:	Aaron Lee	
TA's E-mail	imaaron@ust.hk	Begin subject: [ISOM3310] …
TA's Office:	LSK Room 4065	
TA's Office Hours:	By appointment only	

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 mean 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

All the materials (e.g., lecture slides, readings, guidance) that you need will be provided through (http://canvas.ust.hk).

Textbook (*free*):

> *eMarketing: The Essential Guide to Marketing in a Digital World (Stokes).* (7th edition). Quirk (Pty) Ltd. https://open.umn.edu/opentextbooks/textbooks/emarketing-the-essential-guide-to-marketing-in-a-digital-world

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Additional Resources:

Gupta, Sunil and Joseph Davin. "Marketing Reading: Digital Marketing," Boston: Harvard Business School Publishing, 2019

Learning Outcomes

Upon completion of the course, students will be able to
- 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

Class Participation	10%
Individual Assignments	15%
Group Project	25%
Midterm Exam	22%
Final Exam	28%
Total	100%

Class Participation (10%):

- There are two aspects of your class participation. First, students are expected to participate in course activities (e.g., surveys, self-tests, reading assignments) and attend the Industry Expert Seminar(s) (5%). Second, students are expected to contribute to other students learning (5%). This will be achieved during the group project presentations, where you can provide your evaluation, feedback, and suggestions to help other groups improve their project. The respective groups and the instructor will assess your inputs.

- Absences **ONLY** can be excused with a doctor's note for an illness or a note from a university authority documenting participation in a university-sponsored activity.

Individual Assignments (15%):

Individual Assignment #1 (10%)
- Take the Google Analytics 4 online course and get a Google Analytics 4 Certification
https://skillshop.docebosaas.com/learn/courses/14810/google-analytics-certification

- Email a certificate to TA by **Apr 11 (11:59 PM)**.

Individual Assignment #2 (5%)
- Throughout the semester, you are required to watch a list of videos.

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- Submit the report (max 5 pages) based on what you have watched by **May 02 (11:59 PM)**.
- Details will be provided in class.

Group Project (25%):

- Form a group of 5 students to work on a project at the beginning of the semester.
- Throughout the semester, a group will develop a search engine marketing (SEM) strategy for a non-profit organization in Hong Kong.
- 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.
- A group will be acting as consultants and deliver a search engine marketing strategy to the client NGO.
- Group project is supported by Google Hong Kong office.
- Details will be provided in class.

Mid-term (22%) and Final (28%)

- There are two exams: one mid-term (22%) and one final exam (28%). The exams will be based on the topics and related concepts taught during class.
- The midterm exam will test issues covered in the first half of the course. The final exam will cover the classes in the second half of the course.
- Review sessions will be scheduled to help you prepare for these examinations.
- All examinations will be closed book, closed notes, and no devices.
- ***Do not miss the exam: there will be NO make-up for both mid-term and final examinations.***
- If you have to miss the mid-term 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 or/and oral examination*. There is **NO make-up** for the final examination.
  - In other cases, there will be no make-up exam if you miss the exam and you will automatically receive **0** points for that exam.

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. There will be **NO** exceptions to this rule.

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 visible: display your name to improve class interaction

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- 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.**

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Class Schedule

Week	Date	Topic
1	Feb 4	Course Overview
1	Feb 6	E-Business Fundamentals (1)
2	Feb 11	E-Business Fundamentals (2)
2	Feb 13	E-Business Fundamentals (3)
3	Feb 18	No Class (CaseIT 2025)
3	Feb 20	No Class (CaseIT 2025)
4	Feb 25	Group Project Discussion
4	Feb 27	Search Engine Marketing (1)
5	Mar 4	Search Engine Marketing (2)
5	Mar 6	Web Analytics
6	Mar 11	Midterm Exam Review
6	Mar 13	Midterm Exam
7	Mar 18	Web Design and User Experience
7	Mar 20	E-Business Theories and Applications (1)
8	Mar 25	E-Business Theories and Applications (2)
8	Mar 27	Display Advertising
9	Apr 1	No Class (Mid-Term Break)
9	Apr 3	No Class (Mid-Term Break)
10	Apr 8	E-mail Marketing
10	Apr 10	Mobile Commerce
11	Apr 15	Social Media
11	Apr 17	Emerging Topics in E-Business
12	Apr 22	Group Project Presentation (1)
12	Apr 24	Group Project Presentation (2)
13	Apr 29	Group Project Presentation (3)
13	May 1	No Class (Labor Day)
14	May 6	Group Project Presentation (4)
14	May 8	Course Recap & Final Exam Review

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