Department of Business Faculty
Subject Syllabus

Subject Code	: IKB04
Subject Title	: ICT: IOT, AI, AR, & 3D
Subject Specification	: 1st year students

Subject Overview :
This course is to prepare business students to start their own business as well as preparing them for work in the industry with the use of emerging information and communication technologies (ICT). Students will be exposed to a variety of the latest ICT trends for digital transformation and eventually be focused on e-commerce and marketplace. Upon the completion of this course, students will be able to define ICT requirements and utilise appropriate tools to support their business or their work in the industry.

Course Objectives :
Upon completion of this course, students will be able to:
1. Understand the latest trend of ICT in the industry
2. Gain understanding of how ICT affects the various area in today's business
3. Determine appropriate ICT requirements to support business
4. Analyze different ICT platforms to support business

Course method :
1. Lectures
2. Group discussion
3. Group presentation
4. Case studies
5. Group project

Learning Outcomes :
1. Knowledge:
    a. Latest ICT trends in the industry: IOT, AI, AR, & 3D
    b. ICT platforms (marketplace & e-commerce)

2. Skills:
    a. Analytical and critical thinking: case studies, discussions, and projects
    b. Communication skills: report, presentation and group work
    c. Teamwork: group work and group project

Course content :
This course will be delivered in 14 sessions as follows:

Week	Topic
1	Latest Trends of ICT in Today's Industry: IOT, AI, AR, & 3D
2	Project: ICT for Business Leaders
3	Internet of Things: Applications for Business

4	Artificial Intelligence: Applications for Business
5	Augmented Reality: Applications for Business
6	3D: Applications for Business
7	Project Presentation: ICT for Business Leaders
8	**Mid Term Examination**
9	Digital Marketing Strategies for E-Commerce and Marketplace
10	Project: Website & Social Media
11	Branding for Digital Business
12	Create Your Own Business Website: Google Site
13	Online Presences for Business: Instagram & Google My Business
14	Social Media & Web Analytics: Measure & Track Metrics
15	Final presentation: Final Report & Online Presences
16	**Final Examination**

Grading System

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for the LSPR undergraduate programme is **60 and above.** In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Latest Trends of ICT in Today's Industry: IOT, AI, AR, & 3D	1. The importance of ICT in today's industry 2. The examples of latest ICT trends: IOT, AI, AR, & 3D 3. Case study: How the latest ICT trends support today's industry	Lectures, case studies, class discussion
2	Project: ICT for Business Leaders	1. Explanation of project throughout the half-semester 2. Project requirements	Lectures, class discussion
3	Internet of Things: Applications for Business	1. The concept and applications of Internet of Things (IoT) 2. Group work: case study of IoT	Lectures, group work
4	Artificial Intelligence: Applications for Business	1. The concept and applications of Artificial Intelligence (AI) 2. Group work: case study of AI	Lectures, group work
5	Augmented Reality: Applications for Business	1. The concept and applications of Augmented Reality (AR) 2. Group work: case study of AR	Lectures, group work
6	3D: Applications for Business	1. The concept and applications of 3D 2. Group work: case study of 3D	Lectures, group work
7	Project Presentation: ICT for Business Leaders	Group presentation	Group presentation

8	**Mid Term Examination**	Group presentation	Group presentation
9	Digital Marketing Strategies for E-Commerce and Marketplace	1. Introduction to Digital Marketing 2. How to use digital marketing to support business growth 3. Group work: Practice digital marketing	Lectures, group work
10	Project: Website & Social Media	1. Explanation of project throughout the half-semester 2. Project requirements	Lectures, class discussion
11	Branding for Digital Business	1. Why branding is important for digital business 2. Group work: Create your business branding	Lectures, group work
12	Create Your Own Business Website: Google Site	1. Introduction to Google Site 2. Group work: Create Google Site at group	Lectures, group work
13	Online Presences for Business: Instagram & Google My Business	1. Introduction to Instagram & Google My Business 2. Group work: Instagram Business & Google My Business	Lectures, group work
14	Social Media & Web Analytics: Measure & Track Metrics	1. Define social media metrics 2. Group work: measure & track web ad social media metrics with hootsuite	Lectures, group work
15	Final presentation: Website & Social Media Final Report to be submitted prior to Final Presentation	Group presentation	Group presentation
16	**Final Examination**	Group presentation	Group presentation

Guidelines

Midterm Exam Guideline :

Short Answer

1. Explain the concept of the Internet of Things (IoT) and provide two examples of its application in a business context.
2. Differentiate between Artificial Intelligence (AI) and Machine Learning (ML), highlighting their key characteristics.
3. Describe how Augmented Reality (AR) can enhance customer experiences in the retail industry.
4. Discuss the potential benefits and challenges of implementing 3D printing technology in a manufacturing business.

Case Study Analysis

1. Analyze a case study showcasing the successful integration of IoT in a supply chain management system. Identify the key benefits and challenges faced by the company.
2. Evaluate the ethical considerations surrounding the use of AI in decision-making processes within a financial institution.

Final Exam Guideline :

Final report and group presentation as a prerequisite.

Essay

1. Critically evaluate the impact of digital marketing strategies on the success of e-commerce and marketplace businesses. Provide examples to support your arguments.
2. Discuss the importance of branding for digital businesses. Explain how effective branding can contribute to building customer loyalty and trust.

Project-Based

1. Based on your group project, present a comprehensive analysis of your chosen website and social media strategy. Highlight the key metrics used to measure success and any challenges encountered during implementation.
2. Reflect on the process of creating your business website using Google Sites. Discuss the strengths and limitations of this platform and suggest improvements for future use.
3.

Text Book :

1. Laudon, K. and Laudon, J., 2018. *Management information systems*. Harlow: Pearson.
2. Chaffey, D., 2015. *Digital business and e-commerce management*. Harlow: Pearson Education Limited.

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