



The University of New South Wales
School of Information Systems, Technology and Management

INFS3685 Electronic Commerce Management

Course Outline - Session 1, 2005

1. COURSE OVERVIEW

The Internet and the WWW play a key role in transforming the relationships between companies and their customers, the relationships among the companies and the ways they conduct their businesses. This course investigates electronic commerce (e-Commerce) by focusing on e-Business, commercial, technological, management and social issues. This course is aimed at developing an understanding of essential e-Commerce concepts and technologies and specific skills relating to the management and application of e-Commerce.

Topics (MODULES) include:

- **MODULE 1** – Introduction to e-Commerce through the principles of e-Business, business models and e-Business strategy (large and small businesses).
- **MODULE 2** – Intra and inter-organisational transformation through e-Commerce.
- **MODULE 3** - Strategic e-Commerce/e-Business through information, knowledge, resources, capabilities and competencies.
- **MODULE 4** – Business networks, mobile computing and IT governance.

2. COURSE OBJECTIVES

On successful completion of this course, students should:

- have an understanding of essential e-Commerce concepts and technologies and skills related to the management and application of e-Commerce and e-Business approaches
- have an understanding of the technological, capital and social infrastructure for commercial activities such as buying and selling, marketing and advertising, supply-chain management etc.
- have hands on, real-life experience with electronic commerce applications
- be able to define and explain the main issues facing businesses engaged in the planning and implementation of e-Business strategies
- identify and define the main e-Business models currently being adopted by organizations
- have an understanding and ability to assess the strategic relevance of e-Commerce in shaping both inter-organisational relationships and intra-organisational structures and processes
- critically evaluate the design of e-Business sites and discuss human, organisational and social implications of electronic commerce.

3. PREREQUISITES

All students enrolled in this course must have successfully completed the following:

- INFS 1602 Computer Information Systems
- INFS 1603 Business Data Management
- INFS 2603 System Analysis and Design

4. STAFF

| | | | |
|---|-------------------|-----------------------------|---------------------------------------|
| Lecturer in Charge & Workshop Facilitator: | Dr Deborah Bunker | Office: QUAD 2113 | Consultations: Monday 3-5pm |
| Workshop Facilitator | Mr Hugo Rehesaar | QUAD 2094 | TBA |

WebCT will be utilised for course communications i.e. notices, questions regarding assignments and course content. Please attend consultation times or make an appointment if you need to discuss issues in detail.

Email contacts and usage – general policy.

Students should note that it is school policy to only respond to email messages that are clearly identifiable as having originated from legitimate accounts. Legitimate email accounts are:

- A UNSW student account
- An identifiable employer provided account
- An identifiable ISP account (bigpond, ozemail, etc)

Messages from Hotmail, Yahoo, Google and other similar services will not be replied to.

All students and staff are expected to use email responsibly and respectfully.

5. TEACHING AND LEARNING APPROACHES

5.1. COURSE STRUCTURE

The formal teaching component of this course consists of: active student participation in and contribution to all forms of teaching and learning (lectures, discussions, workshops, individual learning activities and projects). It comprises a weekly three-hour block consisting of a lecture and workshop. An academic staff member will work with one group of students (25-30) the whole semester and will conduct weekly workshops with them. Each student is required to attend one (1) lecture AND one (1) workshop per week. In addition students are expected to complete individual self-directed learning activities each week and to carry out reading and research for assignments and workshop preparation. The course will adopt WebCT for collaborative learning and teaching, for information dissemination and sharing, and for submission of students' assignments and discussions.

NOTE: All the material covered in lectures and workshops, as well as individual self-directed learning activities are assessable and may be included in the final examination.

- **Lectures (1 hour(s) per week)**

These will typically be comprised of material that will address assignment and exam content.

Lecture Times: **Monday 14:00 – 15:00** in AS L1 AND **Monday 17:00 – 18:00** in CLB 5. **PLEASE** only attend the lecture you are enrolled for.

- **Workshops (2 hour(s) per week)**

Workshops will provide an overview of major topics and current issues in electronic commerce management. This will be followed by a discussion and questions about a related case study. Depending on the week in question, a workshop may be devoted to practical application and hands-on experience related to the topic or to the completion and presentation of assignments. Workshop facilitators will work closely with students and assist them in their learning activities.

STUDENTS PLEASE NOTE: Students are expected to read the relevant text chapters **BEFORE the workshops** for that module take place (with the exception of MODULE 1). For example MODULE 2 runs from weeks 6-9. You are expected to have finished all of the text chapter readings related to MODULE 2 by week 6.

Weekly workshop times are as follows:

| Day | Time | Place |
|------------|---------------|--------------|
| Monday | 9:00 – 11:00 | K17 B02 |
| Monday | 11:00 – 13:00 | Web 302 |
| Monday | 15:00 – 17:00 | Web 302 |
| Tuesday | 15:00 – 17:00 | MAT 107 |

Students must ensure that they are enrolled and attend at one of these times. Please note that classes will only be held at these times subject to viable enrolments, so some class times listed in this course outline may not be available. Students must attend 8 out of the 11 scheduled workshops (in which they are enrolled) in order to receive a grade for the course.

Different topics and case study questions will be covered within each of the workshops. Textbook concepts and material will be related to case study material and questions will be discussed and completed. These will form the basis of the Group Workshop Exercises (10% of final mark) and the Final Exam (50% of final mark).

- **Individual Learning Activities (1.5 hour(s) per week)**

Each week you will complete individual research tasks aimed at increasing your awareness of e-Commerce/e-Business in practice and appreciation of the design of e-Business web sites, as well as preparing you for the weekly workshops. Individual learning activities include tasks like: researching content (using the internet, library, newspapers, textbook etc), preparing answers to questions/case studies, preparing work to submit at workshops, reading a case study ready for workshop discussion, reading journal articles or other relevant materials that will have associated activities in the workshops, meeting with a small group of workshop colleagues to prepare a presentation for the workshop, etc. To provide more flexibility to students these activities can be completed at a time more convenient to you, from home, an Internet cafe or university computer lab. Please complete each individual learning activity **prior to** the weekly lecture and workshop.

- **Consultations:**

In addition to face-to-face teaching sessions, each workshop facilitator will have specific consultation times (to-be announced on the course web site). You should contact your workshop facilitator during their consultation times, or arrange an appointment at mutually suitable time. Don't rely on an academic staff member being available outside consultation times without making prior arrangements.

- **Your time commitment:**

The time devoted to this course (outlined below) should be made up of reading, research, working on exercises and problems, performing computer tasks and attending classes. In periods where you need to complete assignments or prepare for examinations the workload may not be even. Over commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

Assessable hours = 25-30 hours per unit of credit = 150-180 hours (see Faculty of Commerce & Economics Handbooks p3). These are allocated as follows:

| | |
|---|------------------|
| 11 * 2 hours formal class workshop activity | 22 hours |
| 13 * 1 hour lectures | 13 hours |
| 12 * 1.5 hours individual self-directed learning activity using WebCT (including Public Holiday week) | 18 hours |
| 10 * 4 hours reading and research for debates and individual skills portfolio. | 40 hours |
| 10 * 6 hours assignment work for debates and individual skills portfolio. | 60 hours |
| TOTAL | 153 hours |

5.2. Lecture Schedule

| Week | Date (week beginning) | Topics | References: text chapters |
|------|-----------------------|--|---------------------------|
| 1 | 28/2/05 | Welcome to students and distribution of materials | Course outline |
| 2 | 7/3/05 | Introduction to e-Commerce and e-Business | 1 & 2 |
| 3 | 14/3/05 | E-Business strategy for large and small business | 3 |
| 4 | 21/3/05 | Major Assignment Specification – How to construct an online skills portfolio | WEBCT |
| | | RECESS 25/3/05 – 3/4/05 | |
| 5 | 4/4/05 | Adopting appropriate business models | 4 |
| 6 | 11/4/05 | Organisational transformation through e-Commerce | 5 |
| 7 | 18/4/05 | B2B transformation through e-Commerce | 6 |
| 8 | 25/4/05 | PUBLIC HOLIDAY – WEBCT online revision | WEBCT |
| 9 | 2/5/05 | B2C transformation through e-Commerce | 7 |
| 10 | 9/5/05 | Information and knowledge management through e-Commerce/e-Business | 8 |
| 11 | 16/5/05 | Strategic sourcing of resources, capabilities and competencies | 9 |
| 12 | 23/5/05 | Strategic business networks & mobile commerce | 10 & 11 |
| 13 | 30/5/05 | IT governance for e-Commerce | 12 |
| 14 | 6/6/05 | Exam Preparation and Handy Hints | WEBCT |

Lectures may be subject to alteration.

5.3. Workshop Schedule

| Week | Workshop Topic | Workshop Activities |
|------|----------------------------|--|
| 2 | MODULE 1 – Chapters 1 & 2 | Introduction |
| 3 | MODULE 1 – Chapter 3 | Group exercises |
| 4 | MODULE 1 – WEBCT | Group exercises, debate and individual assignment discussion |
| | RECESS | |
| 5 | MODULE 1 – Chapter 4 | Group exercises & Debate 1 |
| 6 | MODULE 2 – Chapter 5 | Group exercises & Debate 2 |
| 7 | MODULE 2 – Chapter 6 | Group exercises & Debate 3 |
| 8 | PUBLIC HOLIDAY | WEBCT revision |
| 9 | MODULE 2 – Chapter 7 | Group exercises & Debate 4 (only if required) |
| 10 | MODULE 3 – Chapter 8 | Group exercises |
| 11 | MODULE 3 – Chapter 9 | Group exercises <u>INDIVIDUAL ASSIGNMENT SUBMISSION IN YOUR WORKSHOP</u> |
| 12 | MODULE 4 – Chapter 10 & 11 | Group exercises |
| 13 | MODULE 4 – Chapter 12 | Group exercises |

Workshops may be subject to alteration.

5.4. Course Web Site

This course has a website for notices, handouts, references and other useful information. It is suggested that you consult the website at least once a week. The address of the web site is at:

You will need your student number and your unipass to gain access to this page. Access is only available to students enrolled in this course.

Included on the Course Web Site will be:

- Lecture slides (PDF)
- A list of consultation times
- Notices
- Weekly assigned readings (or links to them where possible),
- Case study website links
- Weekly pre-workshop individual learning activities
- Weekly workshop questions.
- Debate topics
- Lots of other useful information, etc.

You **should** visit this site regularly for updates and important notices (at least twice per week).

5.5. Texts

Textbooks

McKay, J. & Marshall, P. (2004) *Strategic Management of e-Business* Wiley QLD
ISBN 0470802928

References

1. Rayport, J.F. and Jaworski, G.J. (2002) *Introduction to e-Commerce*, McGraw-Hill, ISBN 0072510242.
2. Rayport, J.F. and Jaworski, G.J. (2002) *Cases in e-Commerce*, McGraw-Hill, ISBN 0072500956.
3. Turban, E. et al. (2004) *Electronic Commerce 2004: a Managerial Perspective* Upper Saddle River, NJ; Pearson Prentice Hall, ISBN 0130094935.
4. Schneider, G.P. (2004) *Electronic Commerce: The Second Wave*, Boston MA Thompson Course Technology, ISBN 0619213310.
5. Fitzgerald, B.F. et al. (2004) *Jurisdiction and the Internet*, Pymont NSW Lawbook Co. ISBN 0455219877.

6. ASSESSMENT

| Component: | Percentage | Due date | Method of assessment |
|------------------------|------------|---|--|
| Debate | 20% | Weeks 5, 6, 7 (& 9 if required). | 10% debate mark in class & 10% preparation mark (assessment of research notes crib cards etc). |
| Individual Assignment | 20% | Week 11 (submitted in YOUR workshop). | Construction of an online skills portfolio. |
| Weekly Group Exercises | 10% | Conducted in workshops each week of session. | Worksheets to be submitted to the facilitator in class in each week of session. |
| Final Examination | 50% | In the University exam period | Multiple choice, short answer and case study questions. |

- **Debates (20%)**

In weeks 5, 6 and 7 (and in week 9 if required) workshop activities will include a debate. These debates will involve all students. They will require that students coordinate the research and presentation of a debate topic in a small team (max of 4 students) and individually contribute to the presentation of the team's case. Details regarding the debate topics and assessment requirements will be distributed early in the session. Debate teams will be formed within the workshop groups. All debate topics are examinable and require preparation from all students in the course, in addition to special preparation by debate team members. **You will not be allowed to attend other workshops in the debate weeks.**

- **Individual Assignment (20%)**

This will involve the construction of a personal online skills portfolio presenting your CV details and university and work experience in the form of a publicly assessable online document. You will be required to tailor this material to a specific market sector or job type by assessing the type of skills required and how your profile meets these demands. You will then be required to design, construct and implement an online format to deliver these details to interested parties.

- **Weekly Group Exercises (10%)**

In each workshop (**every week** from week 3 – 13 inclusive), a group worksheet will be distributed for completion by workshop participants. Each worksheet will be worth 1 mark and must be fully and accurately completed (to achieve this mark). **A student will only be entitled to 1 mark if he/she attends the workshop for that week and, his/her name and signature is on the worksheet and it is fully and accurately completed.**

- **Examination (50%)**

A two-hour closed-book examination will be held during the examination period. Details of the format and expectations regarding the examination will be provided in the week 14 lecture. The examination will include multiple choice questions, short answer questions and case study questions. To be assured of a pass in the course **students must attain a mark of at least 45% the final examination.**

7. CRITERIA TO PASS THE COURSE

To receive a passing grade in this course, you must meet ALL of the following criteria:

- Attend at least **80 %** of all scheduled classes (lectures and tutorials)
- Attain a satisfactory mark in each assessment component (a mark of at least **45%** is normally regarded as satisfactory for an assessment component).
- Attain a mark of at least **45%** in your final exam: and
- Attain an overall mark of at least **50% for the entire course.**

8. ASSIGNMENT EXTENSIONS AND LATE PENALTIES

Late submission of assignments and tutorial work will incur a penalty of **1 mark per day** (including weekends and public holidays). An extension in the time of submission will only be granted under exceptional circumstances by the lecturer-in-charge. Work commitments are not considered to be sufficient grounds for an assignment extension. In all cases, documented evidence must be provided.

9. STUDENT SUPPORT AND ASSISTANCE

9.1. *Your Lecturer-in-charge and workshop facilitators*

If you experience a problem in the course (due to the course materials or assignments, health or any other reason) which is likely to interrupt your attendance in class or delay submission of assignments then please contact the lecturer-in-charge or one of the workshop facilitators. Your lecturer-in-charge should be always the first point of contact. Please do contact staff as soon as any problem arises, as we may be able to help and save a lot of anxiety on your part.

9.2. *Education Development Unit*

Additional learning support, tailored to the needs of FCE students, is available from the Education Development Unit (EDU) in the Faculty. The EDU offers a range of services for FCE students including:

- Academic skills workshops run throughout the session;
- Printed and on-line study skills resources e.g. referencing guide, report writing and exam preparation;
- A drop-in resource centre containing books and audio visual material that can be borrowed;
- A limited consultation service for students with individual or small group learning needs.

More information about the EDU services including on-line resources, workshop details and consultation request forms are available from the EDU website.

Contacts and location:

EDU Web: <http://education.fce.unsw.edu.au>

EDU Location: Room 2039, Level 2 Quadrangle Building

EDU services are free and confidential and are available to students of the Faculty of Commerce and Economics.

Other UNSW support

In addition to the EDU services, the UNSW Learning Centre provides academic skills support services for students. The Learning Centre is located on Level 2 of the Library and can be contacted by Phone: 9385 3890 or through their website: <http://www.lc.unsw.edu.au/>. Students experiencing problems of an academic or personal nature are encouraged to contact the Counselling Service at UNSW. This service is free and confidential and run by professional counsellors. The Counselling Service is located on Level 2, Quadrangle East Wing, and can be contact on 9385 5418.

10. ADMINISTRATIVE RULES AND REGULATIONS

10.1. *Academic Misconduct*

Students are reminded that the University regards academic misconduct as a very serious matter. Students found guilty of academic misconduct are usually excluded from the University for 2 years. Because of the circumstances in individual cases the period of exclusion can range from one session to permanent exclusion from the University. The following are some of the actions which have resulted in students being found guilty of academic misconduct in recent years:

1. submitting work for assessment knowing it to be the work of another person;
2. failing to acknowledge the source of material in an assignment;
3. improperly obtaining prior knowledge of an examination paper and using that knowledge in the examination;
4. taking unauthorised materials into an examination.

10.2. Plagiarism

Plagiarism entails taking and using as one's own, the thoughts or writings of another without acknowledgement including:

- (a) where paragraphs, sentences, a single sentence or significant part of a sentence which are copied directly, are not enclosed in quotation marks and appropriately footnoted;
- (b) where direct quotations are not used, but ideas or arguments are paraphrased or summarised, and the source of the material is not acknowledged either by footnoting or other reference within the text of the paper; and
- (c) where an idea, which appears elsewhere in print, film or electronic medium, is used or developed without reference being made to the author or the source of the idea.

Student discussion and comparison of the ideas and concepts raised in this course is encouraged. However, students may not submit the work of anyone else in an assignment unless full credit for the source is given. Use of another person's work from any source without proper acknowledgment is considered to be plagiarism - this is a serious academic offence.

10.3. FCE policies

To avoid any misconduct/plagiarism please familiarise yourself with the content of FCE policies available from the following web site.

http://www/fce.unsw.edu.au/current_students/responsibilities.shtml#misconduct

10.4. School policies

Students should refer to the School policies at <http://sistm.web.unsw.edu.au/student/schoolpolicies.html> (This web site includes the School policy on “Special Consideration and Supplementary Examination”)