TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

ELCM 311 ADVANCED TOPICS IN E-COMMERCE

Second Trimester 2005

COURSE OUTLINE

Contact Details

Course Coordinator and Lecturer:	
	John Greenwood
Room:	EA 105 (for office hours weeks 7-12 only)
Phone:	463 5556
Email:	John.Greenwood@vuw.ac.nz
Office hours:	Thursday 13:00 – 15:00 (weeks 7-12 only),
	or by appointment (request via e-mail)
Lecturer	
	Eusebio Scornavacca
Room:	EA 203
Phone:	463 6697; *Fax:* 463-5446;
Email:	Eusebio.Scornavacca@vuw.ac.nz
Office hours:	Monday 12.00 – 14:00 (weeks 1-6 only),
	or by appointment (request via e-mail)
Senior Tutor	
	Hugo Gong
Room:	EA 111
Phone:	463 5233 ext. 8915
Email:	Hugo.Gong@vuw.ac.nz
Office hours:	Wednesday: 10:30 – 12:30,
	Thursday: 13:00 – 15:00,
	or by appointment (request via e-mail)

Class Times and Room Numbers

Lectures:	Thursday 11:00 – 12:50	CO LT 122	
Tutorials:	Wednesday 14:00 – 14:50	CO 249	David Robinson
	Wednesday 15:00 – 15:50	CO 245	David Robinson
	Thursday 14:00 – 14:50	CO 340	David Robinson
	Thursday 15:00 – 15:50	CO 119	David Robinson
Examination:	To be advised (during 14 October – 5 November 2005 examination period)		

Course Objectives

At the successful conclusion of this course, you will:
a) Have a good understanding wireless technologies and m-business and their interrelationship with enterprise resource planning and B2B e-commerce.
b) Have an understanding of some current issues in planning and managing e-commerce and e-business, including the requirement for trust and security in e-commerce.
c) Have a greater appreciation of some of the societal issues resulting from widespread adoption of e-commerce.

d) Have a basic understanding of B2E e-commerce.
e) Have an appreciation of current e-commerce research.

Course Content

Lectures
Lectures will compliment the on-line material and the readings but will NOT necessarily cover exactly the same material. The lectures will offer discussions, case studies, web examples, guest speakers, critiques and alternative viewpoints on the topics. Lecture material will not necessarily be published in Blackboard and lecture slides will not necessarily be available. All lecture material is assessable.

Tutorials
At the beginning of each tutorial you need to hand in a brief that discusses the week's tutorial topic, (questions to motivate the discussion will be posted on Blackboard). Practical group exercises will be set. Your tutor will be there as a resource, but it is expected that groups will work independently on the exercises.

Proposed timetable for lectures and tutorials
Note: Sessions may vary from those advertised.

Wk	Date	Topic	Who	Notes
1	7/7	Welcome to the Course Overview of B2B e-Commerce	Eusebio	No tutorial this week
2	14/7	Enterprise Resource Planning	Eusebio	
3	21/7	Wireless Technologies in B2B e-Commerce	Eusebio	
4	28/7	Enterprise Mobility	Eusebio	
5	4/8	Cases of Wireless Applications for NZ Companies	Eusebio	
6	11/8	Guest Lecture: Neal Richardson, Telecom	Guest/ Eusebio	Assignment #1 due
		Mid-Trimester break		
7	1/9	Security, Trust and Payments	John	
8	8/9	CRM and Marketing	John	
9	15/9	e-Commerce and Society	John	
10	22/9	Strategic Planning for e-Commerce	John	
11	29/9	Management of e-Commerce	John	
12	6/10	B2E: Business to Employee	John	Assignment #2 due
		Study Week		
		EXAMINATION		tba

Readings

There is no textbook for this course. Readings and handouts will be distributed in the lectures and via Blackboard. Not every session will have specified readings. Students are expected to make use of the library's physical and electronic resources and both follow-up on referenced sources and research the lecture topics themselves.

Materials and Equipment

Lab Access
Information Systems and Electronic Commerce students have access to a range of computer lab facilities. This means that you can still undertake this course even if you don't have a computer at home.

Like all university students you are able to use any SCS computer lab throughout the University (this includes labs in the Murphy building, the Library and in the Law School) as long as you have a current SCS account. If you don't have a current SCS account, contact either the SCS helpdesk in the Library or the Murphy building.

In addition, INFO and ELCM students have access to the purpose built school lab MY201. This lab is located on the second floor of the Murphy building. Please note that specialist software found in the SIM labs is not available in all the SCS labs.

Ad-hoc Lab Access
MY 201 has 24-hour access via student ID cards unless booked for another class. Please check the booking schedules on the lab doors before entering a laboratory to ensure that you are not interrupting a class, and you can finish your work before the next scheduled class.

You may be asked to leave the lab by a supervisor if the machine you are using is required for a scheduled class. Please pack-up and leave the lab promptly if asked to do so.

If you are sharing the lab with a scheduled class please use machines furthest away from the projection screen first and avoid interrupting the taught class with noise.

The food and drink ban in the labs will be enforced, please respect this in order to keep the facilities clean and in good working order for everyone.

Assessment Requirements

Course assessment as follows: See the schedule below for due dates.

Assignment #1	25%	Due 12 August 2005
Assignment #2	25%	Due 07 October 2005
Tutorial Briefs	10%	Hand-in at tutorial each week
Examination (2 hours)	40%	To be scheduled
TOTAL	100%	

Assignment 1 (25%)
This assignment is a case study on mobile technologies. Detailed assignment and requirements will be posted on Blackboard. You will receive a hardcopy during the first lecture.
Due: Friday 12 August, **13:00** – Assignment hand-in box **A4**, School of Information Management, first floor, Easterfield building.

Assignment 2 (25%)
This assignment is a research essay. Detailed assignment and requirements will be posted on Blackboard. You will receive a hardcopy during the first lecture after the mid-trimester break.
Due: Friday 07 October, **13:00** – Assignment hand-in box **A4**, School of Information Management, first floor, Easterfield building.

Tutorial Briefs (10%)
The tutorial briefs a form of preparation for the tutorials and for the exam. At the beginning of each tutorial, you need to hand in a brief that discusses the week's tutorial topic (questions to motivate the discussion will be posted on Blackboard). This brief should be approximately one A4 page long.

Final Exam (40%)
The final exam will be a short-essay style exam. You will be offered a choice of topics covering aspects of the lecture and tutorial material. More details about the exam will be provided during the course. This will be a 2 hr supervised examination held at Victoria University. The specific date, time

and location for the exam will be advised closer to the time. Unless otherwise stated, all material covered during the course will be assessable. Details will be advised closer to the date.

Penalties

In fairness to other students, work submitted after the deadline will incur a 10% penalty (of the marks achieved for the assignment) for **each day** late.
In the event of bereavement or prolonged illness affecting your ability to meet the deadline, discuss your situation with the course Tutor. You must verify your claim, e.g. produce a medical certificate. Only extension requests meeting these conditions will be considered.

Important Notes:

- *No extension is possible based on a student's workload. You are expected to manage your workload to ensure there is sufficient time to complete assessments as required.*

- *You are expected to back up your work – From time to time files are lost, computers crash, etc., so it is critical that you get into the habit of backing up important files (on floppy disk or ZIP disk, for example).*

- *Do not leave submitting your work to the last minute – technology problems do occur (especially on the day an assignment is due). Be smart and submit it in plenty of time. Extensions will not be granted due to problems with submitting work.*

- *Working together – You are encouraged to discuss aspects of your assignments with others. However, when it is time to develop your solution, **the work must be ENTIRELY your own**. In this way, we will have your perspective on the topic - not someone else's!*

Mandatory Course Requirements

To pass this course, you must:
1. Be correctly enrolled in the course.
2. Attain at least 50% of the possible marks for the final exam.
3. Attain a weighted average over all assessments of at least 50%.

Communication of Additional Information

All formal notices relating to this course will be posted on the Blackboard system:
    http://blackboard.vuw.ac.nz
You are expected to check for announcements on Blackboard on a regular basis.

Use of Blackboard
Course Material: Basic course material and announcements will be published on Blackboard on a regular basis.
Announcements: The announcements page for the course will be used to distribute course announcements. You are required to check the announcements regularly.
Discussion Board: Moderated discussion forums will be provided for assignment work. Staff members will attempt to answer all reasonable questions. In some cases you may be requested to make an appointment as not all questions can be easily answered using this medium.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office
The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office, will be open from 9:00 am to 5:00 pm during Trimester 2, offers the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Please note:
There will be a Student Administration Adviser, from the RWW office, based in EA005 from Monday 27 June to Friday 1 July (9:00 am to 5:00 pm) and from Monday 4 July to Friday 22 July (11:00 am to 1:00 pm).

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.
The policy on Staff Conduct can be found on the VUW website at:
www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Director of Undergraduate Programmes (Mr. David Johnstone - David.Johnstone@vuw.ac.nz) or the Head of School (Prof. Sid Huff Sid.Huff@vuw.ac.nz).. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:
www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:
    Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything *that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students*

or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.
Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct *(*www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:
- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at:
www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Maori and Pacific Mentoring programme (Manaaki Pihipihinga)

This is a free programme of mentoring for Maori and Pacific students doing first year courses within the Faculty of Commerce and Administration. Weekly one hour mentoring sessions: drafting and editing assignments/discussing any questions that you might have from tutorials or lectures and going over every aspect of essay writing, either in small group sessions or on a one-to-one basis.

This includes:
- A computer suite hooked up to cyber commons for students to use to produce their assignments.
- Regular skill-based workshops with a learning adviser from Student Learning Support Services.

- Networking with other Maori and Pacific support groups throughout the university.

For more information please contact:
Melissa Dunlop, Programme Coordinator
Ph: 463 6015 or Email: Maori-Pacific-Mentoring@vuw.ac.nz