

Victoria

UNIVERSITY OF WELLINGTON

*Te Whare Wānanga
o te Ūpoko o te Ika a Māui*



School of Information Management

ELCM211- FOUNDATIONS OF E-COMMERCE

Trimester 3- 2005/6
COURSE OUTLINE

Contact Details

Course Co-ordinator and Lecturer:	Hans Lehmann <i>Room: EA 230</i> <i>Phone: 463 5879; Fax: 463-5446;</i> <i>Email: Hans.Lehmann@vuw.ac.nz</i> <i>Office hours: by appointment (please request via e-mail)</i>
Senior Tutor:	Jonathan Stewart <i>Room: EA 112</i> <i>Phone: 463 7469</i> <i>Email: Jonathan.Stewart@vuw.ac.nz</i> <i>Office hours: by appointment (please request via e-mail)</i>

Jonathan Stewart is responsible for the day-to-day administration of the course, including:

- Record keeping and administrative queries.
- Management of Tutorials and Active Learning Sessions.
- Assignment extension requests.

If you have a particular problem with something that is covered in the course, or about the conduct of the course itself, first discuss it with Jonathan. If you are unable to resolve the problem there, then he will refer you to the Course Coordinator. Remember, it is never a good idea to let a problem go unresolved for too long as this can result in a larger problem that may be more difficult to deal with later on.

Class Times and Room Numbers

Lectures	<i>When:</i> Mondays and Thursdays from 10:00 to 11:50 <i>Where:</i> EALT206
Tutorials	There will be <i>Tutorials</i> (one hour) and <i>Active Learning</i> (two hours) on Thursdays between 13:00 and 17:00 ; attendance at both classes for a topic is required to get full attendance marks. You will sign up for a single three-hour session that has both classes back to back; classes are held in EA001 and HU324.
Dates	<i>Course duration:</i> January 5 th to February 17 th , 2005. <i>Examination:</i> Saturday 18 th February 2005, at 14:30 (preliminary date; to be confirmed)

Course ObjectivesCourse Aims

This course provides an introduction to the principles, theories, technologies and applications in the e-commerce environment. The paper gives an overview of the impact of new technologies on commercial paradigms and practices, legal issues and business ethics.

Course Objectives

At the conclusion of this course, you will:

- Understand the nature of Electronic Commerce
- Understand the business impact and potential of Electronic Commerce
- Understand the technologies required to make Electronic Commerce viable
- Understand the current drivers and inhibitors facing the business world in adopting and using Electronic Commerce
- Be able to explain the economic consequences of Electronic Commerce
- Understand the trends in Electronic Commerce and the use of the Internet.

Course ContentOverview

This is a “mixed-mode” course. Many course resources will be available on BlackBoard, but the BlackBoard materials are NOT intended to be a substitute for attendance at lectures and tutorials. Regular attendance at all scheduled lecture and laboratory sessions is essential and therefore required.

Lectures

Lectures will compliment the on-line material and the textbook 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

Tutorials are compulsory and attendance records will be kept. We expect you to attend **all tutorials**. At the beginning of each tutorial you need to hand in a one-page brief (which establishes your attendance record) that discusses the week’s tutorial topic, (questions to motivate the discussion will be posted on BlackBoard). Practical group exercises may be set. Your tutor will be there as a resource, but it is expected that groups will work independently.

Active Learning

Active learning sessions are compulsory and attendance records will be kept. We expect you to attend **all sessions**. Active learning sessions will be a mixture of formal instruction and an opportunity to work on the “real e-world”. Practical group exercises will be set. Your active learning sessions are your main opportunity to obtain advice and assistance with your assignments.

Timetable for lectures and readings.

Note: Sessions may vary from those advertised.

<i>Wk</i>	<i>Date</i>	<i>Topic</i>	<i>Reading</i>	<i>Due Dates</i>
1	5-Jan	Welcome to the course		
2	9-Jan	Overview of Electronic Commerce.	Chapter 1	
	12-Jan	B2C e-commerce; The Digital Economy. ; Retailing in Electronic Commerce	Chapters 2 and 3	
3	16-Jan	Internet Consumers, e-Service, and Market Research. ; Access and the digital divide	Chapter 4	
	19-Jan	B2B e-commerce; Company-centric B2B.; E-Marketplaces and B2B.	Chapters 5 and 6	
4	23-Jan	<i>No Lecture; Anniversary Day</i>		
	26-Jan	Mobile Commerce	Chapter 8 Chapter 10.1-10.5	
	27-Jan			<u>Assignment 1</u>
5	30-Jan	Electronic Payments & Order Fulfillment	Chapter 10.6 to end	
	2-Feb	E-commerce Strategy and Implementation;	Chapter 11	
6	6&9-Feb	<i>No Lecture; Exam Preparation</i>		
	10-Feb			<u>Assignment 2</u>
7	18-Feb	EXAMINATION at 14:30	Confirmed Date/Time	

Discussion and Exercise Topics for Tutorials and Active Learning Sessions

Note: Sessions may vary from those advertised. Preparatory questions for discussions in Tutorials and Active Learning sessions will be published on BlackBoard.

<i>Week</i>	<i>Tutorial</i>	<i>Active Learning</i>
1	<i>No Tutorial or Active Learning classes</i>	
2	Critical Success Factors in EC; a discussion of the issues and obstacles.	CSF mini case – identify CSF’s of our practice case.
	Visual Design (micro view) what is ‘good’ within various domains.	Visual design, usability and content quality.
3	B2B e-commerce and SCM	Inter vs. Intra organizational e-commerce
	Disintermediation, what it is and why it plays an important role in EC.	An opportunity to practice identifying the boundaries of an industry for analysis.
4	Mobile commerce limits	M-Commerce applications
	Payments	Payment mechanisms
5	Requirements, issues and solutions for fulfilment/returns	Processes supporting EC. Consider fulfilment for a leading EC company.
	E-commerce strategy and SWOT analysis	Strategic plan role play and SWOT practice

Readings/ Textbook

The textbook provides a good summary of many key topics and issues and is well laid out and easy to read. You are expected to complete the required reading for each week.

- Set Text: Introduction to E-Commerce (1st Ed.), Turban, E., King, D. Prentice Hall, 2003, ISBN: 0-13-122450-6 (International Edition). Available in the Victoria University bookshop.

Assessment Requirements

Course assessment is divided up as follows. See the schedule below for due dates.

Assignment #1	25%
Assignment #2	20%
Tutorial/Active Learning	15%
Exam (2 hours)	40%
TOTAL	100%

Overview

Two assignments are set, both based around a specific industry (to be advised in class) in New Zealand. You will follow a strategy development methodology.

Assignment 1 (25%)

In this assignment, you will:

- Analyze the web presence of a specific industry
- Select a organization within the industry
- Describe the business benefits of the web-site
- Benchmark the chosen organization with other companies within the same industry
- Identify the key-items of the company's e-strategy

Detailed assignment requirements will be posted on BlackBoard. You will receive a hardcopy during the first lecture.

Due: Friday, 27th January 2006 before 10:00 – Assignment hand-in box (as marked), School of Information Management, first floor, Easterfield building.

Assignment 2 (20%)

In this assignment, you will:

- Identify the core competence of the organization chosen for assignment 1
- Identify direct competitors of the organization chosen for assignment 1
- Develop a SWOT analysis for the organization chosen for assignment 1
- Develop a strategic plan for the organization chosen for assignment 1

Detailed assignment requirements will be posted on BlackBoard. You will receive a hardcopy in class.

Due: Friday, 2nd February 2006 before 10:00 – Assignment hand-in box (as marked), School of Information Management, first floor, Easterfield building.

Tutorial Briefs and Active Learning (15%)

The tutorial briefs are one 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 are on *BlackBoard/Week 1/Tutorial Materials*). This brief should not exceed 2 (two) A4 pages in 12pt font. Marks will also be granted based on student's participation during the active learning sessions.

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.

Assessment Submission

Your assignments must be posted into the appropriate box on by the nominated due dates. The location of the assignment collection box will be posted on BlackBoard closer to the assignment submission 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 Senior Tutor. You must verify your claim, e.g., produce a medical certificate. Extensions will only be granted under these conditions.

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!*

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There are **Mandatory Course Requirements (Terms)** for this course. To pass this course, you must:

- Be **correctly enrolled** in the course.
- Attain **at least 50%** of the possible marks for the **final exam**.
- Attain a **weighted average over all assessments of at least 50%**.
- Attend **ALL tutorial** and associated **active learning** sessions.

Workload

You should expect to devote a total of 12 hours per week to this course. This is an average workload, and the workload will vary from week to week during the trimester.

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.

A close-off date and time for assignment-related questions will be published closer to the due date for each assignment.

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.

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 of the SCS helpdesks 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 (e.g. **VMware, Microsoft Visual Studio, SQL Server, Greenstone, IIS, Apache, MySQL**).

Lab access provided for this course:

Ad-hoc access. MY 201 offers 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:

- 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.

General University Policies and Statutes

You should familiarise yourself 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.