

School of Information Management

ELCM211- FOUNDATIONS OF E-COMMERCE

Trimester 1- 2006

COURSE OUTLINE

Contact Details

Course Co-ordinator and Lecturer:	Eusebio Scornavacca <i>Room:</i> EA 203 <i>Phone:</i> 463 6697; <i>Fax:</i> 463-5446; <i>Email:</i> Eusebio.Scornavacca@vuw.ac.nz <i>Office hours:</i> Tuesday 13.00 – 15:00, or by appointment (request via e-mail)
Senior Tutor:	Hugo Gong <i>Room:</i> EA 111 <i>Phone:</i> 463 6998 <i>Email:</i> Hugo.Gong@vuw.ac.nz <i>Office hours:</i> Monday – Friday 10:00 – 14:00 (note: Hugo’s office hours for student consultation may be subject to change, an announcement will be made on the blackboard if this occurs)

Hugo Gong 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 your Tutor or Hugo. If they are unable to resolve the problem, they 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

Times:	<i>Lectures</i> – Tuesdays from 15:10 – 17:00. <i>Tutorials</i> – Tutorial times will be confirmed in the first week of the trimester. <i>Active Learning</i> – Active Learning times will be confirmed in the first week of the trimester.
Locations:	<i>Lectures</i> – MC LT101 <i>Tutorials and Active Learning</i> – TBA - You will sign up for a single two hour slot that has both classes back to back attendance at both classes for a topic is required to get attendance.
Dates	<i>Course duration:</i> Trimester 1, 2006. <i>Examination:</i> to be advised

Course Objectives

Course 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:

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

Course Content

Overview

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 lectures and tutorial/active learning sessions is essential and therefore expected.

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 at least 8 of the 11 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.

Active Learning

Active learning sessions are compulsory and attendance records will be kept. We expect you to attend at least 8 of the 11 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.

Recommended timetable for lectures and readings.

Note: Sessions may vary from those advertised.

Wk	Date	Topic	Read	Who	Assignment/ Exam
1	28/2	Welcome to the course Overview of Electronic Commerce.	Chapter 1 Chapter 2	Eusebio	
2	7/3	B2C e-commerce The Digital Economy. Retailing in Electronic Commerce (e-Tailing).	Chapter 3	Eusebio	
3	14/3	Internet Consumers, e-Service, and Market Research. Access and the digital divide	Chapter 4	Guest- Mary Tate	
4	21/3	Mobile Commerce	Chapter 8	Eusebio	
5	28/3	Order Fulfilment, Logistics, and Supply Chain Management.	Chapter 10 (10.6 – end)	Eusebio	
6	4/4	B2B e-commerce Company-centric B2B. E-Marketplaces and B2B.	Chapter 5 Chapter 6	Eusebio	Assignment 1 due
<i>Mid-semester break</i>					
7	25/4	No Class – Tutorials and Active Learning will run this week.	Chapter 11	-	
8	2/5	E-commerce strategy	Chapter 11	Eusebio	
9	9/5	M-business in New Zealand	Web resources	Guest – Telecom NZ	
10	16/5	Electronic Payment Systems and security	Chapter 9,10 (10.1-10.5)	Eusebio	
11	23/5	Building E-Commerce Applications and Infrastructure	Web resources	Alan Sylvester	
12	30/5	Intra-business, e-government Revision, exam readiness	Chapter 7	Eusebio	Assignment 2 due
		EXAMINATION			tba

Recommended timetable for Tutorials and Active Learning

Note: Sessions may vary from those advertised.

Wk	Tutorial Topic	Active Learning
1	No tutorial	No Active Learning
2	Critical Success Factors in EC; a discussion of the issues and obstacles.	CSF mini case – identify CSF's of our practice case.
3	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	Visual Design (micro view) what is 'good' within various domains.	Visual design, usability and content quality.
5	Requirements, issues and solutions for fulfilment/returns	Processes supporting EC. Consider fulfilment for a leading EC company.
6	B2B e-commerce and SCM	Inter vs. Intra organizational e-commerce
<i>Mid-semester break</i>		
7	E-commerce strategy and SWOT analysis	Strategic plan role play and SWOT practice
8	Strategy	Strategic objectives
9	Mobile commerce limits	M-Commerce applications
10	Payments	Payment mechanisms
11	Infrastructure	Buy/build decisions.
12	Exam Q + A	Planning your next ELCM courses

Readings/Textbook

The prescribed 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*, Turban, E., King, D. Prentice Hall, 2003, ISBN: 0-13-009405-6. Available in the Victoria University bookshop.

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. macromedia products).

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.

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 the automobile retail industry 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 and requirements will be posted on blackboard. You will receive a hardcopy during the first lecture.

Due: Thursday 6th April, 13:00 – Assignment hand-in box A4, 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 and requirements will be posted on blackboard. You will receive a hardcopy during the first lecture after the Easter break.

Due: Thursday 1st June, 13:00 – Assignment hand-in box A4, School of Information Management, first floor, Easterfield building.

Tutorial Briefs and Active Learning (15%)

The tutorial briefs are 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. 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!*

Mandatory Course Requirements (Terms)

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%.
4. Attend and participate in at least 8 tutorial and associated active learning sessions.

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.

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.

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. To check for opening hours call the office on (04) 463 5376.

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 is available for 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.

Check with the Student Administration Office for opening times (04) 463 5376.

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 Head of School or the Associate Dean (Students) of your Faculty. 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.

Manaaki Pihipihinga Maori and Pacific Mentoring programme (Faculties of Humanities and Social sciences and Commerce and Administration).

- **What:** Academic Mentoring for Maori and Pacific students studying at all levels in the above faculties. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the faculty's study rooms and computer suite at any time at Kelburn and Pipitea.
- Mature student and Post grad network

If you would like to register as a mentor or mentee please contact the coordinator.

Where:

Melissa Dunlop
Programme Coordinator
Room 109 D
14 Kelburn Parade: back courtyard
Ph: (04) 463 6015
Email: Maori-Pacific-Mentoring@vuw.ac.nz

Please Note: A mentoring room will also be running at Pipitea Campus starting January. Please contact the Programme Coordinator for details.