

School of Information Management

INFO404 E-COMMERCE RESEARCH

Trimester 2 - 2006

COURSE OUTLINE

Contact Details

Course Coordinator	Eusebio Scornavacca Room EA 203 Easterfield Building, Kelburn Pde, Kelburn Campus Phone: 463 6697 email: eusebio.scornavacca@vuw.ac.nz
Dates:	Tuesdays 11 July to 10 October
Times:	10:00 – 13:00
Venue:	EA 001

Course Objectives

In this paper you will be introduced to current research issues in e-commerce and e-business. Each week we will discuss a different topic by means of a mini-lecture providing a general orientation to the topic, followed by readings, understanding and critiquing research papers written by academics in the field.

The purpose of this paper is to expose you to some of the current research issues pursued by academics in e-commerce/e-business, and the variety of research methods used to understand these issues.

Learning Outcomes

After successful completion of this paper, you will understand:

1. Topics of current interest and importance in e-commerce/e-business.
2. Approaches used by academics to explore these topics and test hypotheses and propositions relating to these topics.
3. Ways to critique and understand the limitations to the approaches and methods used.

Course Content

Modules will more or less equate to lectures, depending on progress made each week.

1. E-commerce research: introduction to the course, assignments and philosophy.
2. E-everything: boundaries and diversity in e-commerce research; e-commerce, e-business, m-commerce, u-commerce....
3. Where to find e-commerce research
4. Special Topic 1
5. Special Topic 2
6. Special Topic 3
7. Special Topic 4
8. Special Topic 5
9. Special Topic 6
10. Special Topic 7
11. Special Topic 8
12. Assignment 2 Discussion

Readings

Readings will be supplied for each week. You will make extensive use of the University Library print and electronic media and appropriate use of Internet resources, but care should be taken to ensure that only authoritative sources are used. There is no set text.

Assessment Requirements

The course assessments must be submitted to the Course Convenor for marking on the dates specified. The format for submissions and details of what is required for each assignment are given in the course assignments document. All assignments will contribute to the course mark of each student, according to the assessment ratio given below.

Assessment:

Course assessment will be based on:

Article Critique	15%
Discussion leadership	10%
Class participation	15%
Assignment 1: Special Topic	20%
Assignment 2: m-business case study	40%

TOTAL **100%**

Article critique (15%)

For each “special topic” session, two students (depending in class numbers) will prepare and present a detailed critique of a recently published article related to the topic for that week. This team will also lead the class discussion of the topic.

Discussion Leadership (10%)

One student will be appointed as “chair” of each special topic. The chair will be responsible for the topic selection as well as and paper selection (see Assignment 1). During the session, the chair is responsible for introducing the topic as well as leading the class discussion.

Class Participation (15%)

Each individual's course participation will be monitored, the emphasis will be on quality, rather than quantity or frequency. Students are expected to attend every class, to read the readings for each week, and to come prepared to contribute to class discussion. Volunteers are preferred in class discussions, however you may be "cold called" at any time. The injection of a unique perspective into a discussion, inter-relating various analyses, and drawing together or synthesising things learned from a discussion will be particularly valued. Timely and useful questions can also be an effective contribution. Gathering and presenting information beyond the confines of the course readings will also be highly valued. Chip shots – brief "me too" comments that add little to the discussion – will not be highly valued.

Assignment 1: Special Topic (20%)

Due: week 4 (Tuesday 10 am). In this assignment, students will choose a special topic, describe its relevance to e-commerce research and select two papers to be presented by two colleagues.

Assignment 2: m-business case study (40%)

Due: End of week 12 (Friday 5pm). In this assignment, students will analyse a recent m-business case study. They will then link and evaluate the possible contribution of the theory presented in the course readings.

Penalties

In keeping with standards of professionalism appropriate to this programme, it is expected that deadlines will be honoured. In fairness to students who complete work on time, work submitted after the due date/ time will incur penalties for lateness. The penalty is up to 10 % of the report's grade per day (or part thereof) late. Unusual or unforeseeable circumstances (eg serious illness, family bereavement) may lead to a waiver of this penalty but need to be discussed with the paper coordinator as soon as possible, and substantiated by documentary evidence.

Workload and Mandatory Course Requirements

You are expected to attend all course sessions, read assigned materials, and contribute to discussions. For each week of the course, plan to spend three hours in class, six to eight hours preparing for class.

Attendance: An attendance register will be kept. It is expected that Honours students will attend all classes and inform the course coordinator if for some reason they cannot attend.

Mandatory Requirements: To pass the course, you must gain a minimum of 40% on each item of assessment and a weighted average of 50% across all assessments. To obtain a fair distribution of marks relative to assignment difficulty, scaling of marks may be employed on some or all assessments.

Grading

Grading standards:

Letter Grade	Number grade	Approx Dist'n *	Simple Description	More Complete Description**
A+	Over 84	4%	Outstanding	Far exceeds requirements, flawless, creative
A	80-84	10%	Excellent	Polished, original, demonstrating mastery
A-	75-79	14%	Very Good	Some originality, exceeds all requirements
B+	70-74	22%	Good	Exceeds requirements in some respects
B	65-69	26%	Satisfactory	Fulfills requirements in general
B-	60-64	18%	Acceptable	Only minor flaws. Unoriginal
C+	55-59	4%	Pass	Mistakes, recapitulation of course material
C	50-54	2%	Minimum pass	Serious mistakes or deficiencies
D	40-49	1%	Unacceptable	Little understanding, poor performance
E	00-39	1%	Fail	Below the minimum required

* This is the hypothetical percentage of students that would attain the various levels of performance, over several repetitions of the course, under similar conditions. It is recognized that the distribution in a particular course, particularly with small enrolment, may differ markedly from the long-term distribution.

** The lecturer will develop a more complete or specific description of the meaning of the various levels of performance based upon the specific nature of the assessment in a course. For example, performance may be determined by the qualities of a written report, a classroom presentation, or work in a group project. The words used to describe these kinds of assessments will obviously vary.

Communication of Additional Information

Communication of additional information will be delivered via e-mail

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.