

School of Information Management

**ELCM 211 FOUNDATIONS OF E-COMMERCE**

Trimester Three 2006

**COURSE OUTLINE**

**Contact Details**

**Course Coordinator:** John Greenwood  
**Room:** EA 216 (Level 2, Easterfield Building, Kelburn Campus)  
**Phone:** 463 5556  
**Email:** [John.Greenwood@vuw.ac.nz](mailto:John.Greenwood@vuw.ac.nz)  
**Office hours:** by appointment (request via e-mail)  
**Tutor:** Seher Ahmad  
**Email:** [ahmadsehe@student.vuw.ac.nz](mailto:ahmadsehe@student.vuw.ac.nz)

**Class Times and Room Numbers**

|                     |   |               |         |
|---------------------|---|---------------|---------|
| <i>Lectures:</i>    | Monday  | 10:00 – 11:50 | MCLT102 |
|                     | Wednesday   | 10:00 – 11:50 | MCLT102 |
| <i>Tutorials:</i>   | Wednesday   | 13:10 – 15:00 | EA 001  |
|                     | Thursday  | 10:00 – 11:50 | EA 001  |
|                     | Thursday  | 13:10 – 15:00 | KK 202  |
| <i>Examination:</i> | To be advised (during 18–21 December 2006 examination period) |               |         |

**Note:** Please sign-up for your tutorials at this URL: <https://signups.vuw.ac.nz>. Tutorial numbers are limited for each tutorial. Tutorial places are on a allocated first-in, first-served basis. Queries about tutorial allocations should be addressed in the Course Coordinator.

**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

A student who has successfully completed this course, should:

- 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 Content

### Lectures

Lectures will complement the online material and the readings but will NOT necessarily cover exactly the same material. The lecture sessions will offer a range of experiences including some or all of: 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.

### Tutorial and Active Learning Sessions

At the beginning of each tutorial and active learning session you will hand in a brief to your tutor that discusses the week's topics (questions to motivate the discussion will be posted on Blackboard). Your tutor is there to help organise the sessions, and to facilitate both the full group and smaller groups to work proactively and independently on the tutorial and active learning exercises.

### Proposed timetable for lectures and tutorials

*Note: Sessions may vary from those advertised.*

| Wk | Date      | Topic  | Chapter              | Notes             |
|----|-----------|--|----------------------|-------------------|
| 1  | 13-Nov    | Welcome to the course<br>Overview of Electronic Commerce                             | 1, 2                 |                   |
|    | 15-Nov    | B2C e-commerce; The Digital Economy;<br>Retailing in e-Commerce (e-Tailing)          | 3                    |                   |
| 2  | 20-Nov    | Internet Consumers, e-Service, and Market<br>Research; Access and the Digital Divide | 4                    |                   |
|    | 22-Nov    | Order Fulfilment, Logistics, and Supply Chain<br>Management                          | 10<br>(10.6 – end)   |                   |
| 3  | 27-Nov    | Mobile Commerce  | 8                    |                   |
|    | 29-Nov    | B2B e-commerce; Company-centric B2B.;<br>E-Marketplaces and B2B.                     | 5, 6                 | Assignment #1 due |
| 4  | 4-Dec     | E-commerce strategy  | 11                   |                   |
|    | 6-Dec     | Electronic Payment Systems and security  | 9, 10<br>(10.1-10.5) |                   |
| 5  | 11-Dec    | Building E-Commerce Applications and<br>Infrastructure                               | TBA                  |                   |
|    | 13-Dec    |  |                      | Assignment #2 due |
| 6  | 18-21-Dec | <b>EXAMINATION</b>   |                      | <b>tba</b>        |

### **Expected Workload**

This course is being delivered in a shorter time period than is usually the case, so *you should expect your weekly workload to be much higher.*

In Trimester 1, there were 12 weeks of lectures, tutorials and active learning sessions; a 2 week mid-term break; and a study week before the examination period. The workload expectation for ELCM 211 in Trimester 1 was about 12 hours per week.

In Trimester 3 (i.e. this course), there will be 5 weeks of lectures and tutorial and active learning sessions, no mid-term break, and no study break before your exam. Each week, you should expect to spend up to 30 hours in the following activities:

- 4 hours attending classes (2 x 2-hour classes)
- 2 hours attending your tutorial and active learning session (1 x 2-hour session)
- 6 hours background reading and pre-class preparation
- 12 hours assignments
- 6 hours post-class review and final examination revision

This is an average workload, and the workload will vary both with individuals and from week to week during the trimester.

## Readings

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:** Turban, E., King, D. (2003). *Introduction to E-Commerce*. Prentice Hall.  
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 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%         |
| <b>TOTAL</b>             | <b>100%</b> |

## Overview

Two assignments are set, both based around the **banking and finance** industry in New Zealand. You will follow a strategy development methodology.

### Assignment 1 (25%)

In this assignment, you will:

- Analyse 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: **Friday 1<sup>st</sup> December, 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 Week 3.

Due: **Friday 15<sup>th</sup> December, 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 to two A4 pages long. Marks will also be earned 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.

### Assignment Submission

Your tutorial briefs must be handed to your tutor at the beginning of the tutorial in which it is due. Printed versions of Assignments #1 and #2 must be posted into the assignment hand-in box A4 by the nominated due dates. The assignment hand-in box is located on the first floor of the Easterfield Building, in the School of Information Management.

## **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 Coordinator. 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**

In addition to achieving the minimum course mark required for a pass this course (50%), you must:

- Attain at least 50% of the possible marks for the final exam.

### **Communication of Additional Information**

All formal notices relating to this course will be posted on Victoria University's 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 and Academic Services Office

The Faculty's Student and Academic Services 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 Student and Academic Services Office on (04) 463 5376.

### Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education 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.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

## **General University Policies and Statutes**

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at [www.vuw.ac.nz](http://www.vuw.ac.nz).

## **Student 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 are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy website at [www.vuw.ac.nz/policy/studentconduct](http://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](http://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; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in 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 at [www.vuw.ac.nz/policy/academicgrievances](http://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. The University defines plagiarism as follows:

*The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.*

It is still plagiarism even if you re-structure the material or present it in your own style or words.

*Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.*

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

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

## Notice of Turnitin Use

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which maybe forms of cheating or plagiarism. At the discretion of the Head of School, handwritten work maybe copy typed by the School and subject to checking by Turnitin. You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

## Students with Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as 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, 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 (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email [disability@vuw.ac.nz](mailto:disability@vuw.ac.nz). The name of your School's Disability Liaison

Person is in the relevant prospectus or can be obtained from the School Office or DSS.

## **Student Support**

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email [student-services@vuw.ac.nz](mailto:student-services@vuw.ac.nz)) is available to provide a variety of support and services. Find out more at [www.vuw.ac.nz/st\\_services/](http://www.vuw.ac.nz/st_services/).

VUWSA employs 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 (tel. 04 463 6983 or 04 463 6984, email [education@vuwsa.org.nz](mailto:education@vuwsa.org.nz)) is located on the ground floor, Student Union Building.

## **Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)**

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta  
Manaaki Pihipihinga Coordinator  
Room 210, Level 2  
Railway West Wing  
Tel. (04) 463 8997  
Email: [Puawai.Wereta@vuw.ac.nz](mailto:Puawai.Wereta@vuw.ac.nz)

Fa'afai Seiuli  
Pacific Support Coordinator  
Room 109 B  
14 Kelburn Parade  
Tel. (04) 463 5842  
Email: [Faafoi.Seiuli@vuw.ac.nz](mailto:Faafoi.Seiuli@vuw.ac.nz)

The Pacific Support Coordinator is also available on the Pipitea Campus, Room 212, Level 2, Railway West Wing, every Thursday, 1-4pm. No appointment is necessary. You can either come in, email or phone with any issue that you need help with. Fa'afai links Pacific students to the services and support they need while studying at Victoria.