

School of Information Management

## **ELCM 311 ADVANCED TOPICS IN E-COMMERCE**

Trimester Two 2008

### **COURSE OUTLINE**

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#### **Names and Contact Details**

##### Course Coordinator

Eusebio Scornavacca – Senior Lecturer

*Room:* EA 203

*Phone:* 463 6697; *Fax:* 463-5446

*Email:* [eusebio.scornavacca@vuw.ac.nz](mailto:eusebio.scornavacca@vuw.ac.nz)

*Office hours:* Thursday 1-2pm and 4-5pm  
or by appointment (request via e-mail)

##### Senior Tutor

Xiao Yi Guan

*Room:* EA 111

*Phone:* 463 6998

*Email:* [xiaoyi.guan@vuw.ac.nz](mailto:xiaoyi.guan@vuw.ac.nz)

*Office hours:* Monday – Friday 10am – 2pm

#### **Trimester Dates**

Teaching commences on Monday 7 July and concludes on Friday 10 October 2008 (mid trimester break 18-31 August). A centrally timetabled examination will be held during the exam period 17 October to 8 November 2008.

#### **Class Times and Room Numbers**

<i>Lectures:</i>	Thursday 2.10 – 4pm	Laby Building- LBLT118	Eusebio Scornavacca
<i>Tutorials:</i>	tba		Diane Strode
<i>Examination:</i>	Friday 17 October to 8 November 2008		

#### **Course Objectives**

At the successful conclusion of this course, you will:

- Have a good understanding on e-commerce from an enterprise point of view
- Understand key aspects of B2B e-commerce
- Have a basic understanding of emerging e-commerce topics.
- Have a good understanding of wireless technologies and m-business and their interrelationship with enterprise resource planning and B2B e-commerce.
- Have a basic 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). Group discussions and practical exercises will be facilitated by the tutor.

### Proposed timetable for lectures and tutorials

*Note: Sessions may vary from those advertised*

Wk	Date	Topic	Who	Notes
1	10/7	Welcome to the Course	William	No tutorial
2	17/7	Overview of B2B e-Commerce	Eusebio	
3	24/7	Identity Management	Michele	
4	31/7	B2G and G2G e-commerce	Miriam	
5	4/8	B2E: Business to Employee	Eusebio	
6	14/8	Challenges and opportunities for INFO and ELCM graduates	Ian	Assignment #1 due
<i>Mid-Trimester break</i>				
7	4/9	Wireless Technologies in B2B e-Commerce	Eusebio	
8	11/9	Technology Convergence	Mark	
9	18/9	Enterprise Mobility	Eusebio	
10	25/9	Cases of Wireless Applications I	Eusebio	
11	2/10	Cases of Wireless Applications II	Eusebio	
12	9/10	Wrap up – exam preparation	Eusebio	Assignment #2 due
<i>Study Week</i>				
		Examination		Date tba

### **Expected Workload**

The average workload of this course is 12 hours per week.

2 hours attending lectures

1 hour attending tutorial

4 hours background reading and preparing tutorial briefs

5 hours working on assignments and exam preparation

This is an estimated average workload. Your actual workload will vary from week to week during the trimester.

## **Readings**

There is no text book 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.

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 15 August 2008
Assignment #2	25%	Due 10 October 2008
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. Detailed assignment and requirements will be posted on Blackboard. You will receive a hardcopy during the first lecture.

Due: Friday 15 August, **13:00** – Assignment hand-in box **A4**, School of Information Management, level 1, Easterfield Building.

### **Assignment 2 (25%)**

This assignment is a case study. 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 10 October, **13:00** – Assignment hand-in box **A4**, School of Information Management, level 1, Easterfield Building.

### **Tutorial Briefs (10%)**

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. There will be 8 tutorial briefs worth approximately 1.25% of the final grade.

### **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.

Students sitting examinations are obliged to be present at university until the end of the examination period, Friday 17 October to Saturday 8 November 2008.

### **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 attain at least 50% of the possible marks for the final exam.

Refer to Section 2 of the Assessment Handbook for further information

<http://www.victoria.ac.nz/nsemid/current/documents/assessment-handbook-2006.pdf>

## **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 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 on the ground floor (EA005). This counter is the first point of contact for :

- 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.

## **Use of Turnitin**

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 may be forms of cheating or plagiarism. *At the discretion of the Head of School, handwritten work may be 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.

## **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 or go to [www.victoria.ac.nz/home/about/policy/students.aspx](http://www.victoria.ac.nz/home/about/policy/students.aspx)

For information on the following topics, go to the Faculty's website [www.victoria.ac.nz/fca](http://www.victoria.ac.nz/fca) under Important Information for Students:

- Academic Grievances
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

## **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 students or staff.*

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

*Note: including the work of others will not be considered plagiarism as long as the work 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:

[www.victoria.ac.nz/home/studying/plagiarism.html](http://www.victoria.ac.nz/home/studying/plagiarism.html)

## **Manaaki Pihipihinga Programme**

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email [manaaki-pihipihinga-programme@vuw.ac.nz](mailto:manaaki-pihipihinga-programme@vuw.ac.nz) or phone (04) 463 6015. To contact the Pacific Support Coordinator, email [pacific-support-coord@vuw.ac.nz](mailto:pacific-support-coord@vuw.ac.nz) or phone (04) 463 5842.