
School of Information Management

ELCM 311 ADVANCED TOPICS IN E-COMMERCE

Trimester Two 2009

COURSE OUTLINE

Names and Contact Details

Course Coordinator:

Dr. Brian Harmer – Senior Lecturer

Room: EA 228

Phone: 463 5887; *Fax:* 463-5446;

Email: Brian.harmer@vuw.ac.nz

Office hours: Wednesday 14.00 – 16:00
or by appointment (request via e-mail)

Lecturer:

Hartmut Hoehle - Lecturer

Room: EA 118

Phone: 463 6868; *Fax:* 463-5446;

Email: Hartmut.hoehle@vuw.ac.nz

Office hours: Monday 14.00 – 16:00
or by appointment (request via e-mail)

Senior Tutor

Xiao Yi Guan

Room: EA 111

Phone: 463 6998

Email: Xiaoyi.guan@vuw.ac.nz

Office hours: Monday, Wednesday 10am-5pm;
Tuesday, Thursday, Friday 10am-4pm

Tutor

Haibo Yang

Email: soda.nz@hotmail.com

Trimester Dates

Teaching Period: Monday 13 July to Friday 16 October 2009

End of Year Study Period: Monday 19 October to Monday 26 October 2009

Examination Period: Tuesday, 27 October to Saturday 14 November 2009 (inclusive)

Note: Students who enrol in courses with examinations should be able to attend an examination at the University at any time during the formal examination period.

Withdrawal dates: Information available via
<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Class Times and Room Numbers

<i>Lectures:</i>	Monday 16:10 – 18:00	HM LT 003	Brian Harmer/Hartmut Hoehle
<i>Tutorials:</i>	Tuesday 9:00 – 9:50	KK203	Brian Harmer/Hartmut Hoehle
	Friday 10:00 – 10:50	EA102	Haibo Yang
	Friday 12:00 - 12:50	VZ506	Haibo Yang
<i>Examination:</i>	To be advised (during Trimester 2 examination period)		

Course Content

Note: Sessions may vary from those advertised.

Wk	Date	Topic	Who	Notes
1	13/7	Welcome to the Course	Brian	No tutorial
2	20/7	Overview of B2B e-Commerce	Brian	
3	27/7	Enterprise Resource Planning	Brian	
4	03/8	Guest Lecture: challenges and opportunities for INFO and ELCM graduates	Guest	
5	10/8	B2E: Business to Employee	Brian	
6	17/8	B2G and G2G e-commerce	Guest	Assignment #1 due
<i>Mid-Trimester break</i>				
7	7/9	Wireless Technologies in B2B e-Commerce	Hartmut	
8	14/9	Enterprise Mobility	Hartmut	
9	21/9	Cases of Wireless Applications I	Hartmut	
10	28/9	Guest Lecture: Convergence	Guest	
11	5/10	Cases of Wireless Applications II	Hartmut	
12	12/10	Wrap up – exam preparation	Hartmut	Assignment #2 due No tutorial

Course Learning Objectives

	On completion of this course, students should be able to:
1	discuss e-commerce from an enterprise point of view.
2	evaluate key aspects of B2B e-commerce.
3	discuss emerging e-commerce topics.
4	understand business applications of wireless and mobile technologies.

Course Delivery

This course will be delivered by means of weekly lectures lasting two hours, and a weekly tutorial lasting one hour. To make best use of these, you are expected to have read assigned readings beforehand.

Expected Workload

The average workload of this course is 12.5 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

Group Work

There is no group work in this course.

Readings

There is no textbook 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 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.

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 17 August 2009
Assignment #2	25%	Due 12 October 2009
Tutorial Briefs	10%	Hand-in at tutorial each week
Examination (2 hours)	40%	To be Scheduled

TOTAL	100%	
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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 17 August, **13:00** – Assignment hand-in box **A4**, School of Information Management, first floor, 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 12 October, **13:00** – Assignment hand-in box **A4**, School of Information Management, first floor, Easterfield building.

Tutorial Briefs (10%)

The tutorial briefs a form of preparation for the tutorials and for the exam. At the **end** 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. Note that attendance at 8 out of the 10 tutorials is a condition for passing the course. Attendance means being present and participating throughout the session.

Final Exam (40%)

The final exam will be a short-essay style exam and will be scheduled at some time during the period from Tuesday 27 October to Saturday 14 November 2009. 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.

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

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.

Mandatory Course Requirements

To pass this course, you must:

1. Be correctly enrolled in the course.

2. Attend at least 8 of the 10 tutorials in full, and submit tutorial briefs at each one attended.
3. Attain at least 50% of the possible marks for both major assignments and the exam.
4. Attain an overall pass mark

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. If you prefer to use an email address other than your VUW supplied student address, you must set the VUW account up to forward your messages to the email address you prefer to use.

Announcements: The announcements page for the course will be used to distribute course announcements. You are required to check the announcements regularly, preferably several times a week.

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.

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 compares submitted work with a very large database of existing material. 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.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/