TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

ELCM 211 FOUNDATIONS OF E-COMMERCE

Trimester One 2010

COURSE OUTLINE

Contact Details

Course Coordinator & Lecturer: David Johnstone
Room: EA 218 (Level 2, Easterfield Building, Kelburn Campus)
Phone: 463 5877
Email: david.johnstone@vuw.ac.nz
Office hours: 12 noon – 1pm, on Thursdays after the lecture
OR by appointment (request via e-mail)

Lecturer: Mary Tate
Room: EA 234 (Level 2, Easterfield Building, Kelburn Campus)
Phone: 463 5625
Email: Mary.tate@vuw.ac.nz
Office hours: by appointment (request via e-mail)

Senior Tutor: Xiaoyi Guan

Email: Xiaoyi.guan@vuw.ac.nz

Office hours: Mon-Fri 12noon to 4pm

Trimester Dates: Monday 1 March – Friday 4 June 2010

Study Period: Monday 7 June – Thursday 10 June 2010

Examination Period: Friday 11 June – Wednesday 30 June 2010

Withdrawal from Course: Information about dates and refunds is available via:

Withdrawal dates: Late withdrawals with Associate Dean (Students) permission (See Section 8: Withdrawals - from the Personal Courses of Study Statute):

http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf

Withdrawal refunds:

http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx

Class Times and Room Numbers

Lectures:	Thursday	11:00 – 11:50am	HULT119
Tutorial and active learning sessions (2 hours):	To be advised	To be advised	To be advised
Examination:	To be advised		

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 an allocated first-in, first-served basis. Queries about tutorial allocations should be addressed to the Senior Tutor.

Course Content & Timetable

Wk	Date	Lecture Topic	Text Ch	Tutorial	Lecturer
1	4 Mar	Welcome to the course; Introduction to key concepts	1		MT
2	11 Mar	B2C-1: e-tailing, channels	3		MT
3	18 Mar	B2C-2: consumer behaviours	4	Tutorial 1	MT
4	25 Mar	B2C-3: marketing, advertising	4	Tutorial 2	MT
5	1 Apr	B2B-1: buy-side, sell-side	5, 6	Presentations-1	DJ
Mid-Term Break					
6	22 Apr	B2B-2: supply chains	7	Presentations-2	DJ
7	29 Apr	Mobile technologies and applications	9	Tutorial 3	DJ
8	6 May	E-security	11	Tutorial 4	DJ
9	13 May	E-payments	12	Tutorial 5	DJ
10	20 May	E-strategy-1	14	Tutorial 6	MT
11	27 May	E-strategy-2	14-15	Tutorial 7	MT
12	3 Jun	Web 2.0 and the future	-	Exam revision	MT

Course Learning Objectives

A student who has successfully completed this course, should:
a) Understand the nature of Electronic Commerce;
b) Recognise the business impact and potential of Electronic Commerce;
c) Explain the technologies required to make Electronic Commerce viable;
d) Discuss the current drivers and inhibitors facing the business world in adopting and using Electronic Commerce;
e) Explain the economic consequences of Electronic Commerce; and
f) Discuss the trends in Electronic Commerce and the use of the Internet.

Course Delivery

Lectures (1 hour)

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 (2 hours)

Beginning in Week 3, each tutorial and active learning session will involve performing set tasks using the Internet, and briefly presenting the findings. 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.

NOTES:

- There will be no tutorial/active learning session in Weeks 1 and 2.

- In Weeks 5 and 6, the tutorial sessions will be used for group presentations as part of the E-business evaluation assignment (see below). **Attendance is compulsory for both presentation sessions**.

- In Week 12, the tutorial sessions will be used for exam revision.

- Of the remaining seven tutorial and active learning sessions, students are required to attend **at least five** of the **seven**. Furthermore, students are expected to actively participate in the tutorial exercises, and marks will be allocated (up to 2% of the course mark) based on participation.

- A bonus 1% will be given to each student who attends all seven tutorial/active learning sessions.

Expected Workload

There are 12 weeks of lectures, and 10 weeks of tutorials/active learning sessions (including presentations and revision sessions); a 2 week mid-term break; and a study week before the examination period. The workload expectation for ELCM 211 will be about 10 hours per week. The average amount of time you should expect to spend each week on the following activities are set out below:

1 hour	attending lecture;
1.3 hours	attending your tutorial and active learning session (1 x 2-hour session over 10 weeks);
2.7 hours	background reading and pre-class/pre-tutorial preparation;
4 hours	on assignments;
1 hour	post-class review and final examination revision;

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

Set Text:

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.

Turban, E., et al. *Electronic Commerce 2008 – A Managerial Perspective.* Pearson/Prentice Hall, 2008. ISBN: 0-13-197667-2. Available in the Victoria Bookshop.

The text has a very good **companion website** (http://wps.prenhall.com/bp_turban_ec_2008)

Materials and Equipment

<u>Lab Access</u>

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. 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).

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 that you are not interrupting a class, or that 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.

Group presentation (1)	5%	Week 5 tutorial sessions	
Group presentation (2)	5%	Week 6 tutorial sessions	
Individual evaluation report	35%	due by 5pm Friday, 23 April	Max. 3000 words
Tutorial/Active Learning	15%	Weekly (see schedule above)	
Exam (2 hours)	40%	**tba**, between 11-30 June 2010	
TOTAL	100%		

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.*

<u>E-business evaluation project</u>

In this assignment you will do a detailed evaluation of an e-business. You will work in groups of 4 or 5. You will be assigned to a group and each group will be assigned a company or product/ product-range. Some time will be available for group work on your assignment during scheduled tutorial sessions. You will do your research and presentations on your assigned groups, but the written component of the assessment will be done on an individual basis.

You will present your evaluation (in groups) as a "work-in-progress" in week 5. In week 6 you will give a group presentation of your final report.

Assessment items:

1. Initial group presentations	5%	Due: week of 29 March
2. Final group presentations	5%	Due: week of 19 April
3. Individual written reports	35%	Due: Friday 23 April 5:00 pm

<u>Tutorials and Active Learning (15%)</u>

Marks will be allocated for each tutorial based on participation (up to 2% per tutorial). Students who attend all seven tutorial/active learning sessions will gain a further 1%. Further details are provided above under Course Delivery.

<u>Final examination (40%)</u>

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-hour supervised examination held at Victoria University, and it will be scheduled at some time during the final examination period of: **Friday, 11 June to Wednesday, 30 June, 2010.**

Unless otherwise stated, all material covered during the course will be assessable. Details will be advised closer to the date.

NOTE: Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

<u>Written Report Submission</u>

Printed versions of the individual written report must be posted into the assignment hand-in box **A4** by the nominated due date and time. 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, <u>work submitted after the deadline will incur a 10% penalty</u> (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:

- *<u>No extension is possible based on a student's workload</u>. You are expected to manage your workload to ensure there is sufficient time to complete assessments as required.*
- *<u>You are expected to back up your work</u> – 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 a flash drive, for example).*
- *<u>Do not leave submitting your work to the last minute</u> – technology problems do occur (especially on the day an assignment is due). There may be queues for the printers. Be smart and submit it in plenty of time. Extensions will not be granted due to problems with submitting work.*
- *<u>Working together</u> – You are encouraged to discuss aspects of your assignments with others. However, when it is time to <u>develop your solution</u>, **the work must be ENTIRELY your own**. In this way, we will have <u>your</u> perspective on the topic - not someone else's!*

Mandatory Course Requirements (Terms)

In addition to achieving the minimum course mark required for a pass this course (50%), you must:
- Be **correctly enrolled** in the course.
- Attain **at least 40%** of the possible marks for the **final examination**.
- Attain a **weighted average over all assessments of at least 50%.**
- Attend at least **<u>five</u> tutorial and associated active learning sessions**.

These requirements will be strictly observed.

Class Representative

A class representative will be elected during the first class. Their name and email address will be made available to the class via Blackboard. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

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.

Other Information

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

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support
http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce and Administration Offices
http://www.victoria.ac.nz/fca/studenthelp/

Manaaki Pihipihinga Programme
http://www.victoria.ac.nz/st_services/mentoring/