TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

ELCM311 ADVANCED TOPICS IN E-COMMERCE

Trimester Two 2010

COURSE OUTLINE

Names and Contact Details

Course Coordinator:	
	Dr. Hans Lehmann –Associate Professor
Room:	EA 230
Phone:	463 5879; *Fax:* 463-5446;
Email:	Hans.Lehmann@vuw.ac.nz
Office hours:	by appointment (please request via e-mail)

Lecturer:	
	Hartmut Hoehle – Lecturer
Room:	EA 207
Phone:	463 7436; *Fax:* 463-5446;
Email:	Hartmut.Hoehle@vuw.ac.nz
Office hours:	by appointment (please request via e-mail)

Senior Tutor:	
	Xiao Yi Guan
Room:	EA 111
Phone:	463 6998; *Fax:* 463-5446;
Email:	Xiaoyi.Guan@vuw.ac.nz
Office hours:	Monday, Wednesday 10am-5pm;
	Tuesday, Thursday, Friday 10am-4pm
	or by appointment (please request via e-mail)
Tutor: **T.B.A.**	

Trimester Dates:
Teaching Period: Monday 12th July – Friday 15th October 2010

Withdrawal from Courses:
Your fees will be refunded if you withdraw from this course on or before **23 July 2010**
The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e.
Friday 24 September. After that date, permission to withdraw requires the permission of the
Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute (see at
http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf)

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

Class Times and Room Numbers

Lecture:	Tuesday 1510 to 1700 Easterfield LT206	Hans Lehmann Hartmut Hoehle
Tutorials:	*Venue & Times TBA*	*Tutor: TBA*

Course Content
Note: *Sessions may vary from those advertised.*

W#	Date	Topic	Session Leader	Notes
1	13-Jul	Welcome to the Course	Hartmut & Hans	**No Tutorial**
2	20-Jul	Wireless Technologies in B2B e-Commerce	Hartmut	
3	27-Jul	Enterprise Mobility	Hartmut	
4	3-Aug	Cases of Wireless Applications I	Hartmut	
5	10-Aug	Cases of Wireless Applications II	Hartmut	
6	17-Aug	Convergence	Hartmut (*& Guest*)	**Assignment 1 is due**
		Mid-Trimester break		
7	7-Sep	Overview of B2B e-Commerce	Hans	
8	14-Sep	Enterprise Resource Planning	Hans	
9	21-Sep	B2E: Business to Employee	Hans	
10	28-Sep	B2G and G2G e-commerce	Hans	
11	5-Oct	*Challenges and opportunities for INFO and ELCM graduates*	Hans (*& Guest*)	
12	12-Oct	Wrap up – What have we learned?	Hans & Hartmut	**Assignment 2 is due; no Tutorial**

Course Learning Objectives
On completion of this course, students should be able to:
- understand e-commerce from an enterprise point of view.
- explain key aspects of B2B e-commerce.
- discuss emerging e-commerce topics.
- 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 expected workload for this course is `12.5 hours per week. This comprises:

- 2 hours attending lectures;
- 1 hour attending tutorials;
- 4 hours background reading and preparing tutorial briefs;
- 5 hours working on assignment and lecture preparation.

Group Work
There is no group work in this course.

Readings
There is no text book for the course. Readings will be distributed in class and/or via Blackboard. Not every session will have pre-prepared readings – students are encouraged and expected to use the library resources for both researching and following up on 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
The course assessment is **100% course work** – there is **no examination**. Assessment items and schedules are as follows :

Assignment #1	35%	Due 17August 2010
Assignment #2	35%	Due 12 October 2010
Tutorial Briefs	30%	Due before each weekly tutorial

The course work elements and their assessment are outlined below. Detailed descriptions and instructions will be give in class well in advance of the assignment deadline.

Assignment 1 (35%)
This assignment is a case study. Detailed assignment and requirements will be posted on Blackboard. You will receive a hardcopy during the first lecture. The assignment should not exceed its word limit of 2,500 words (penalties apply).
Due: Tuesday 17August, **15:00** – Assignment hand-in box for ELCM311 at the
School of Information Management, first floor, Easterfield building.

Assignment 2 (35%)
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. The assignment should not exceed its word limit of 2,500 words (penalties apply).
Due: Tuesday 12 October, **15:00** – Assignment hand-in box for ELCM311 at the
School of Information Management, first floor, Easterfield building.

Tutorial Briefs (30%)
The tutorial briefs are a form of preparation for the tutorials and for the exam. **Before** 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). Each brief should not exceed its word limit of 1,000 words (penalties apply). 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.

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 (or part thereof)** late. **Proportional penalty percentages** for exceeding the word limits[1] may also be applied.
In the event of bereavement or prolonged illness affecting your ability to meet the deadline, discuss your situation with the course Senior-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. Attend at least 8 of the 10 tutorials in full, and submit tutorial briefs at each one attended;
2. Attain an overall pass mark of at least 50% of the possible marks.

Class Representative
A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator, lecturers, tutors and the class. The class

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[1] Example: Both assignments have a word limit of 2,500 words. Accordingly, an assignment with 2,750 words would incur a penalty of 10% of the mark awarded.

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 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 intergrity 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

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/