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 2011

## COURSE OUTLINE

## Contact Details

| | | |
|---|---|---|
| ***Course Coordinator & Lecturer:*** | | David Johnstone |
| | *Room:* | RH 431 (Level 4, Rutherford House, Pipitea Campus) |
| | *Phone:* | 463 5877 |
| | *Email:* | david.johnstone@vuw.ac.nz |
| | *Office hours:* | by appointment (request via e-mail) |
| | | |
| ***Guest Lecturer:*** | | Mary Tate |
| | *Room:* | RH 504 (Level 5, Rutherford House, Pipitea Campus) |
| | *Phone:* | 463 5625 |
| | *Email:* | Mary.tate@vuw.ac.nz |
| | | |
| ***Senior Tutor:*** | | Xiaoyi Guan |
| | *Room:* | RH 502 (Level 5, Rutherford House, Pipitea Campus) |
| | *Phone:* | 463-6998 |
| | *Email:* | Xiaoyi.guan@vuw.ac.nz |
| | *Office hours:* | Mon-Fri 12noon to 4pm |

**Teaching Period:**   Monday 28 February – Friday 3 June

**Study Period**:   Monday 6 June – Thursday 9 June

**Examination Period**:   Friday 10 June – Saturday 2 July (inclusive)

**Withdrawal from Course:**

1.  Your fees will be refunded if you withdraw from this course on or before 11 March 2011.

2.  The standard last date for withdrawal from this course is 14 May 2011. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late'* including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

## Class Times and Room Numbers

| | | | |
|---|---|---|---|
| **Lectures:** | Tuesday | 10:30 – 11:20am | RH LT2 |
| **Tutorial and active learning sessions (2 hours):** | To be advised | | |
| **Examination:** | To be advised | | |

**Note**: After the first lecture, you will be asked to 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 | 1 Mar | Welcome to the course; Introduction to key concepts | 1 | | DJ |
| 2 | 8 Mar | B2C-1: e-tailing, channels | 3 | Tutorial 1 | DJ |
| 3 | 15 Mar | B2C-2: consumer behaviours | 4 | Tutorial 2 | MT |
| 4 | 22 Mar | B2C-3: marketing, advertising | 4 | Tutorial 3 | MT |
| 5 | 29 Mar | B2B-1: buy-side, sell-side | 5, 6 | Presentations-1 | DJ |
| 6 | 5 Apr | B2B-2: supply chains | 7 | Tutorial 4 | DJ |
| 7 | 12 Apr | Mobile technologies and applications | 9 | Presentations-2 | DJ |
| | | **Mid-Term Break** | | | |
| 8 | 3 May | E-security | 11 | Tutorial 5 | DJ |
| 9 | 10 May | E-payments | 12 | Tutorial 6 | DJ |
| 10 | 17 May | E-strategy-1 | 14 | Tutorial 7 | DJ |
| 11 | 24 May | E-strategy-2 | 14, 15 | Tutorial 8 | DJ |
| 12 | 31 May | Web 2.0 and the future | - | Exam revision | MT |

## Course Learning Objectives

The course objectives are expressed in the table below. Note that they are also linked to **graduate attributes** (those attributes that a graduate with a BCA should possess) and **major attributes** (those attributes that a graduate with a major in *Electronic Commerce* should possess). The relevant attributes of both types are explained following the table.

| Objective | On completion of this course, students will be able to: | Graduate Attributes | Major Attributes |
|---|---|---|---|
| 1 | Understand the nature of Electronic Commerce | LG1 | MA1 |
| 2 | Recognise the business impact and potential of Electronic Commerce | LG3, LG4 | MA5 |
| 3 | Explain the technologies required to make Electronic Commerce viable | LG3 | MA2 |
| 4 | Discuss the current drivers and inhibitors facing the business world in adopting and using Electronic Commerce | LG2 | MA1 |
| 5 | Explain the economic consequences of Electronic Commerce | LG1 | MA7 |
| 6 | Discuss the trends in Electronic Commerce and the use of the Internet | LG2 | MA1 |

BCA Graduate Attributes

LG1:   Critical and creative thinking

LG2:   Communication

LG3:   Global and multicultural perspectives

LG4:   Leadership

Major Attributes for Electronic Commerce

MA1:   Understand and manage the interplay between people, technologies and organisations that underlies e-business.

MA2:   Understand the technologies and processes of e-business infrastructure.

MA5:   Communicate the technical and managerial aspects of e-business.

MA7:   Explain the impact of e-business on either social, economic, legal or ethical issues in organisations and society.

## Course Delivery

Lectures (1 hour)

Lectures will complement the online material and the text 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 2, each tutorial and active learning session will typically 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.

At the beginning of each tutorial and active learning session you will hand in a <u>brief</u> to your tutor that discusses the week's topics.

NOTES:

- There will be <u>no</u> tutorial/active learning session in Week 1 (though you will need to sign up for a tutorial this first week)

- In Weeks 5 and 7, 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 eight tutorial and active learning sessions, students are required to attend **at least <u>six</u>** of the **eight**. 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 and your tutorial brief.

## Expected Workload

There are 12 weeks of lectures, and 11 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 is set out below:

| | |
|---|---|
| 1 hour | attending lecture; |
| 2 hours | attending your tutorial and active learning session; |
| 3 hours | background reading and pre-class/pre-tutorial preparation; |
| 3 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 2010 – A Managerial Perspective*. Pearson/Prentice Hall, 2010. ISBN: 0-13-703465-2.** Available in the Victoria Bookshop.

The text has a very good **companion website** (http://wps.prenhall.com/bp_turban_ec_2010).

## 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. Computing facilities are located at all campuses and within the libraries, including level 2 of the Railway West Wing on the Pipitea Campus. The ITS Help Desk is located in the Commerce Library on Level 2 of Railway West Wing on Pipitea Campus. Support is available for students with disabilities through Disability Services. If you don't have a current SCS account, contact either the SCS helpdesks in the library or the Murphy building.

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

Note that full details of the assessments will be provided separately (on Blackboard) over the duration of the course.

| Due Date | Assessment | Graduate/Major Attributes |
|---|---|---|
| 29 March – 1 April | Group Presentation (1) **5%**<br>Held during tutorial sessions. See description of e-business evaluation project below. | LG2<br>MA1, MA7 |
| 12 April – 15 April | Group Presentation (2) **5%**<br>Held during tutorial sessions. See description of e-business evaluation project below. | LG2<br>MA1, MA7 |
| 5pm Friday, 15 April | Individual evaluation report **34%**<br>*Printed* versions of the individual written report must be posted into the assignment hand-in box by the nominated due date and time. The assignment hand-in box is located on the mezzanine floor of Rutherford House. The hand-in box will be clearly labelled "ELCM211". Maximum of 3000 words. See description of e-business evaluation project below. | LG1, LG2, LG3<br>MA1, MA7 |
| Weekly | Tutorial and active learning sessions **16%**<br>Marks will be allocated for each tutorial based on: (a) a weekly summary of the course material covered, known as the ***tutorial brief*** (1%), and (b) participation during the active learning sessions (1%). Further details are provided above under Course Delivery. | LG1, LG2, LG4<br>MA1, MA2, MA7 |
| tba | Final Examination **40%**<br>The final examination will be a 2-hour, short-essay style exam. You will be offered a choice of topics covering aspects of the lecture, textbook and tutorial material. | LG1, LG2, LG3<br>MA1, MA2, MA5, MA7 |

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.

E-business evaluation project

In this assignment you will perform 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 with your assigned groups, but the written component of the assessment will be done on an individual basis. You can expect to spend approximately 4 hours outside class time preparing for the presentations.

You will present your evaluation (in groups) as a "work-in-progress" in week 5. In week 7 you will give a group presentation of your final report.

Final examination

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the period from Friday 10 June – Saturday 2 July 2011.

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

## 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, such as producing 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)

The following <u>must</u> be achieved in order to pass this course. 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>six</u> tutorial and associated active learning sessions**; and
- Attend **<u>both</u>** e-business evaluation project presentations (one in Week 5, one in Week 7).

These requirements will be strictly observed.

## Class Representative

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

<u>Use of Blackboard</u>

***Course Material:*** Basic course material 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.

**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**

Find key dates, explanations of grades and other useful information at
www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at
http://www.victoria.ac.nz/home/study/academic-progress.aspx

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at http://www.victoria.ac.nz/home/study/calendar.aspx (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at
www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

**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/