TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

ELCM 311 ADVANCED TOPICS IN e-COMMERCE

Trimester Two 2011

COURSE OUTLINE

Names and Contact Details

Course Coordinator:

  Dr. Eusebio Scornavacca
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  Office Hours: By appointment (please request via e-mail)

Senior Tutor

  Ms. Xiao Yi Guan
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  Office hours: Monday-Friday 12-4pm or by appointment (please request via e-mail)

Tutor

 Ms. Balsam Al-Dabbagh
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Trimester Dates
        From Monday 11 July to Friday 14 October

Withdrawal from Course

  1. Your fees will be refunded if you withdraw from this course on or before 22 July 2011.

  2. The standard last date for withdrawal from this course is 23 September 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:	Fridays from 13:40 to 15:30 at RHLT3
Tutorials:	TBA – via Blackboard

Course Content
Proposed timetable for lectures and tutorials
Note: Sessions may vary from those advertised.

Wk	Date	Topic	Notes
1	15/7	Welcome to the Course	No tutorial
2	22/7	Overview of B2B e-Commerce	
3	29/7	Enterprise Resource Planning	
4	5/8	B2G and G2G e-commerce	
5	12/8	B2E: Business to Employee	
6	19/8	Technology Convergence	Assignment #1 due
		Mid-Trimester break	
7	9/9	Wireless Technologies in B2B e-Commerce	
8	16/9	Enterprise Mobility	
9	23/9	Cases of Wireless Applications I	
10	30/9	Cases of Wireless Applications II	
11	7/10	Cases of Wireless Applications III	
12	14/10	Challenges and opportunities for INFO and ELCM graduates	Assignment #2 due

Course Learning Objectives

On completion of this course, students should be able to:

	Objectives	Learning goals	Major attributes
1	discuss e-commerce from an enterprise point of view.	L1, L2, L5	MA1, MA4, MA5
2	evaluate key aspects of B2B e-commerce.	L1, L3, L5	MA1, MA2, MA6
3	discuss emerging e-commerce topics.	L1, L4, L5	MA4, MA5, MA7
4	understand business applications of wireless and mobile technologies.	L1, L3, L4 , L5	MA1. MA2, MA4

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 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. In addition to the recommended readings, students are encouraged and expected to use the library resources for both researching and following up on lecture topics themselves.
Note: readings may vary from those advertised

Wk	Readings
1	Topic: Welcome to the Course - No readings
2	Topic: Overview of B2B e-Commerce 1) Kaplan, S. and Mohanbir, S. (2000). "E-Hubs: The New B2B Marketplaces," Harvard Business Review , 78(3): 97-103. 2) Dilts, D. (2001) B2B Electronic Commerce. B2B Eliminates Inefficiencies, But Will Outcomes. Match Expectations? OWEN@Vanderbilt, (20) 4: 10-13
3	Topic: Enterprise Resource Planning 1) Bellinson, T. (2009). The ERP software promise Retrieved 26 July, 2009, from http://www.bptrends.com/publicationfiles/07-09-ART-The%20ERP%20Software%20Promise%20-Bellinson.doc-final.pdf 2) Burn, J., & Ash, C. (2005). A dynamic model of e-business strategies for ERP enabled organisations. Industrial Management & Data Systems, 105(8), 1084 - 1095.
4	Topic: B2G and G2G e-commerce 1) The Economist (2008) Special report on technology and government. 18 February. p. 3-20
5	Topic: B2E: Business to Employee 1) Hansen, Morten T., Deimler, Michael S. (2001). Cutting Costs While Improving Morale With B2E Management. MIT Sloan Management Review, 43(1), 96-100. 2) Oliva, Ralph A. (2002). The B2E connection. Marketing Management, 11(4), 43-44.
6	Topic: Technology Convergence - To be announced on blackboard.

7	Topic: Wireless Technologies in B2B e-Commerce
	1) Zhang, J. J. and Y. Yuan (2002). M-commerce versus internet-based E-commerce: the key differences. Americas Conference on Information Systems 2002, Dallas, Texas.
	2) Barnes, S. J. (2002). Unwired Business: Wireless Applications in the Firm's Value Chain. Sixth Pacific Asia Conference on Information Systems, Tokyo, Japan.
8	Topic: Enterprise Mobility
	1) Barnes, S. J. (2003). "Enterprise mobility: concept and examples." International Journal of Mobile Communications 1(4): 341-359.
	2) Kakihara, M. and C. Sørensen (2002). Mobility: An Extended Perspective. 35th Hawaii International Conference on System Sciences, Maui, Hawaii.
9	Topic: Cases of Wireless Applications I
	1) Barnes, S. J. and Scornavacca, E. (2006) "Wireless Applications in NZ Business: A Strategic Assessment" Journal of Computer Information Systems. Vol. 47, Iss. 1; pp. 46-55.
	2) Innes, D., S. J. Barnes, et al. (2005). The Impact of Wireless Field Force Automation on New Zealand Trade Services Organizations. Proceedings of the Fourth International Conference on Mobile Business. Sydney, Australia, IEEE Computer Society: 49-55.
10	Topic: Cases of Wireless Applications II
	1) Scornavacca, E., M. Prasad, et al. (2006). "Exploring the organisational impact and perceived benefits of wireless Personal Digital Assistants in restaurants." International Journal of Mobile Communications 4(5): 558-567
	2) Scornavacca, E. Herrera, F. (2009) "Mobile technologies in the New Zealand Real-Estate industry" Journal of Advanced Pervasive and Ubiquitous Computing Vol. 1 No. 2 pp. 19-28.
11	Topic: Cases of Wireless Applications III
	1) Scornavacca, E. and Al-Dabbagah, B (2011) "The Challenge of Meeting Users' Requirements of a Mobile Accounting Information System" International Conference in Mobile Business. Como, Italy, June.
	2) Scornavacca, E., Prasad, M. and Lehmann H. (2008) "Critical Success Factors for wireless hospital bed management systems: the case of MARGE" Australasian Conference on Information Systems, Christchurch, New Zealand, December.
12	Topic: Challenges and opportunities for INFO and ELCM graduates
	- No readings

Assessment Requirements

The course assessment is 100% course work – there is no examination. Assessment items and schedules are as follows :

Assessment	Weight	Objectives Tested	Remarks
Assignment #1	35%	1, 2 and 3	Due 19 August 2011
Assignment #2	35%	1, 3 and 4	Due 14 October 2011
Tutorial Briefs	30%	All	Due before each weekly tutorial

The course work elements and their assessment are outlined below. Detailed descriptions and instructions will be provided 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).

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).

Tutorial Briefs (30%)

The tutorial briefs are a form of preparation for the tutorials. **Before** each tutorial, you need to hand in a brief that discusses the week's tutorial topic (questions to motivate the discussion are presented below). 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.

Week	Questions for Tutorial Briefs
1	There are NO tutorials on week 1
2	Describe the distinct business models of B2B e-commerce that are used on "spot sourcing" and "systematic sourcing". Discuss and provide examples.
3	How are large organisations using ERP and/or B2B e-business applications in order to increase their level of competitiveness? Discuss and provide examples.
4	To what extent is e-commerce in the public sector different from e-commerce in the private sector? Discuss and provide examples.
5	What are some of the benefits to organisations and their employees of B2E e-commerce? Are there any disadvantages?
6	To be announced on blackboard.
7	Explain how wireless technologies can support B2B e-commerce. Discuss and provide examples.
8	Explain what enterprise mobility is and how it can impact on small business. Discuss and provide examples.
9	Explain how wireless sales force automation (SFA) and Field Force Automation (FFA) can improve organizational effectiveness. Discuss and provide examples.
10	Discuss the current barriers for adoption of wireless technologies. Discuss and provide examples.
11	The extension of an on-line application into the mobile channel isn't an easy task. Explain the challenges developers may face when extending an on-line application into the mobile channel.
12	To be announced on blackboard.

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 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.

Grades

Grading standards:

Letter Grade	Number grade	Approx Dist'n *	Simple Description	More Complete Description**
A+	Over 84	4%	Outstanding	Far exceeds requirements, flawless, creative
A	80-84	10%	Excellent	Polished, original, demonstrating mastery
A-	75-79	14%	Very Good	Some originality, exceeds all requirements
B+	70-74	22%	Good	Exceeds requirements in some respects
B	65-69	26%	Satisfactory	Fulfils requirements in general
B-	60-64	18%	Acceptable	Only minor flaws. Unoriginal
C+	55-59	4%	Pass	Mistakes, recapitulation of course material
C	50-54	2%	Minimum pass	Serious mistakes or deficiencies
D	40-49	1%	Unacceptable	Little understanding, poor performance
E	00-39	1%	Fail	Below the minimum required

* This is the hypothetical percentage of students that would attain the various levels of performance, over several repetitions of the course, under similar conditions. It is recognized that the distribution in a particular course, particularly with small enrolment, may differ markedly from the long-term distribution.

** The lecturer will develop a more complete or specific description of the meaning of the various levels of performance based upon the specific nature of the assessment in a course. For example, performance may be determined by the qualities of a written report, a classroom presentation, or work in a group project. The words used to describe these kinds of assessments will obviously vary.

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 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 Turnitin (if applicable)

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. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. 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
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/

Te Pūtahi Atawhai
Maori and Pacific Mentoring Programme
http://www.victoria.ac.nz/st_services/tpa/index.aspx

Marking Rubric for Assignment 1 – Shopster Case Study

Students will work individually to write reports that analyse the Shopster case study. Each completed case analysis should be **no more** than 2,500 words.

1. Describe the Shopster business model.	/10
2. What are the greatest strengths of the Shopster business model and what are its key weaknesses?	/20
3. Describe the Shopster value chain.	/10
4. How can Shopster determine what features should be added for client retailers?	/20
5. What process or mechanism might Shopster adopt to expand the number of suppliers without having to undertake the existing labor-intensive process that appears to be a major constraint on growth.	/20
6. How is Shopster using information to improve customer service?	/20
Total	**/100**

Marking Criteria

Part 1 (10%)	Limited understanding of the business model.	**>5**
	Adequate understanding of the business model.	**5-7**
	Very good understanding of the business model.	**7-8**
	Superb understanding of the business model.	**9-10**
Part 2 (20%)	Limited understanding of a current business strengths and weaknesses and limited or poorly supported justification.	**>10**
	Adequate understanding of a current business strengths and weaknesses and acceptable justification.	**10-13**
	Very good understanding of a current business strengths and weaknesses and well justified.	**14-17**
	Superb understanding of a current business strengths and weaknesses with a well supported and insightful justification	**18-20**
Part 3 (10%)	Poor description and explanation of the value chain.	**>5**
	Adequate description and explanation of the value chain.	**5-7**
	Very good description and explanation of the value chain.	**7-8**
	Superb description and explanation of the value chain - well	**9-10**

	supported, insightful and well justified.	
Part 4 (20%)	Poor explanation of how Shopster can determine what features should be added for client retailers	**>10**
	Adequate explanation of how Shopster can determine what features should be added for client retailers with acceptable justification.	**10-13**
	Very good explanation of how Shopster can determine what features should be added for client retailers - well justified.	**14-17**
	Superb explanation of how Shopster can determine what features should be added for client retailers - well supported, insightful and well justified.	**18-20**
Part 5 (20%)	Poor selection of process or mechanism to expand the number of suppliers	**>10**
	Adequate selection of process or mechanism to expand the number of suppliers with acceptable justification.	**10-13**
	Very good selection of process or mechanism to expand the number of suppliers and well justified.	**14-17**
	Superb selection of process or mechanism to expand the number of suppliers - well supported, insightful and well justified.	**18-20**
Part 6 (20%)	Limited understanding of how information can be used to improve customer service - limited or poorly supported justification.	**>10**
	Adequate understanding of how information can be used to improve customer service and weaknesses and acceptable justification.	**10-13**
	Very good understanding of how information can be used to improve customer service and well justified.	**14-17**
	Superb understanding of how information can be used to improve customer service with a well supported and insightful justification	**18-20**
Total /100		

Marking Rubric for Assignment 2 – Agriculture ITO Case Study

Students will work individually to write reports that analyse the Agriculture ITO case study. Each completed case analysis should be **no more** than 2,500 words.

1) Summarise, in no more than 100 words, the business scenario outlined in the case study.	/10
2) Define and justify a list of key issues (Pros/Cons) that Agriculture ITO should be taking in consideration regarding the purchase of this mobile technology.	/20
3) Analyse the possible organizational impact of this mobile technology using Barnes' Enterprise Mobility Model. Explain the results of your analysis and their implications.	/50
4) Provide some recommendations and conclusions regarding the case study. In your opinion, should Agriculture ITO purchase and implement this mobile technology? Explain and justify your recommendation.	/20
Total	**/100**

Marking Criteria

Part 1 (10%)	Limited understanding of the business scenario.	**>5**
	Adequate understanding of the business scenario.	**5-7**
	Very good understanding of the business scenario.	**7-8**
	Superb understanding of the business scenario.	**9-10**
Part 2 (20%)	Limited understanding of key issues regarding the purchase of the mobile technology - poorly supported justification.	**>25**
	Adequate understanding of key issues regarding the purchase of the mobile technology - acceptable justification.	**25-35**
	Very good understanding of key issues regarding the purchase of the mobile technology - well justified.	**35-45**
		45-50
	Superb understanding of key issues regarding the purchase of the mobile technology - well supported and insightful justification	
Part 3 (50%)	Poor application of Barnes' Enterprise Mobility Model. Poor analysis and justification of results.	**>25**

	Adequate application of Barnes' Enterprise Mobility Model. Adequate analysis and justification of results.	**25-35**
	Very good application of Barnes' Enterprise Mobility Model. Very good analysis and justification of results.	**35-45**
	Superb application of Barnes' Enterprise Mobility Model - well supported, insightful and well justified.	**45-50**
Part 4 (20%)	Poor recommendations – unsupported and unjustified	**>10**
	Adequate recommendations with acceptable justification.	**10-13**
	Very recommendations - well justified.	**14-17**
	Superb recommendations - well supported, insightful and well justified.	**18-20**
Total /100		

Marking Rubric for Tutorial briefs

Before each tutorial, you need to hand in a brief that discusses the week's tutorial topic. Each brief should not exceed its word limit of 1,000 words. Note that attendance at 8 out of the 10 tutorials is a condition for passing the course.

Marking Criteria

Presentation (15%)				
Marks	5-4	3-2	2-1	1-0
APA citation	Exact	Minor Inconsistencies	Incorrect formatting	Not used
Essay Format	Structured	Bit wandering	confused	Messy
Word Count	As required	10% outside the specification	outside the specification	much too short or too long

Content (80%)				
Marks	10-8	6-4	4-2	1-0
Focus	All content to the point & relevant	a little extraneous material	noticeable irrelevant material	Didn't answer the question
Argument	Excellent Logical Flow	Understandable	Hit and miss	Confused
Understanding practical relevance	Shows clear understanding	Some appreciation	Surface understanding only	No idea
Justification	Well Justified	Adequately Justified	Poorly Justified	No Justifications
Connection to class readings	Excellent	Good	OK	Poor
Depth of investigation of topic	Excellent	Good	OK	Poor
Originality	Shows independent thought	some new ideas	derivative	copied
Understanding of the week's topic	Shows clear understanding	Some appreciation	Surface use only	Doesn't

Bonus Mark - 5% - for delivering hardcopy of tutorial brief on time, at the beginning of tutorial.