

School of Information Management

ELCM 211 FOUNDATIONS OF E-COMMERCE

Trimester One 2012

COURSE OUTLINE

Contact Details

Course co-ordinator: Mary Tate
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Senior Tutor: Alex Zhang
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Office hours: 10:00-16:00, Monday and Thursday

Trimester Dates: Monday 5 March – Friday 29 June 2012

Study Period: Monday 5 June – Friday 29 June 2012

Examination Period: no examination

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.

2. The standard last date for withdrawal from this course is Friday 18 May. 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

Withdrawal refunds:

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Class Times and Room Numbers

Lectures:	Thursday	8:30 – 9:20 am	RHLT2
Tutorial and active learning sessions (2 hours):	To be advised		Refer to the timetable system or S-cubed
Examination:	No examination		

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	8 Mar	Welcome to the course; Introduction to key concepts	1	No tutorial	EF
2	15 Mar	B2C-1: e-tailing, channels, services,	3	Tutorial 1: Introduction to the assessments, skill building	EF
3	22 Mar	Social Commerce	7	Tutorial 2: e-tailing, channels, services	EF
4	29 Mar	B2C-3: marketing, advertising	8 6.6	Tutorial 3: Customer behaviour	EF
5	5 Apr	Leveraging e-commerce for job seekers and HR managers e-business evaluation report 1 due, Wednesday 4 April at 5:00 pm	None	Tutorial 4: Consumer behaviour, advertising, marketing	EF
Mid-Term Break					

6	26 Apr	B2B-1: supply chains	11	No tutorial	HY
7	3 May	B2B-2: market-places, services, transactions, activities	4	Tutorial 5: B2B	HY
8	10 May	E-security	9	Tutorial 6: B2B	HY
9	17 May	E-Payments	10	Tutorial 7: E-security	HY
10	24 May	E-strategy	12	Tutorial 8: E-payments	HY
11	31 May	Mobile technologies and applications e-business evaluation report 2 due: Wednesday 30 May at 5 pm	6	Tutorial 9: E-strategy	HY
12	7 Jun	Web 2.0, cloud & the future	-	No tutorial	HY

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 2, each tutorial and active learning session will involve a mixture of tutor and student-led presentations, performing set tasks using the Internet, discussion, and presentation of findings.

- There are 9 tutorial and active learning sessions, students are required to attend **at least** seven. Students are expected to actively participate in the tutorial exercises.

Expected Workload

There are 12 weeks of lectures, and 9 weeks of tutorials/active learning sessions); and a 2 week mid-term break. 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;
- 1.5hours attending your tutorial and active learning session (1 x 2-hour session over 9 weeks);
- 2.5 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 2012 – A Managerial and Social Networks Perspective*. Pearson/Prentice Hall, 2012. ISBN: 978-0-13-214538-1. Available in the Victoria Bookshop.

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

Assessment Requirements

Course assessment is divided up as follows. See the schedule below for due dates.

Tutorial leadership x 2	10% ea	Individual schedules (to be announced)	
E-business evaluation report x 2	30% ea	Report 1: Wednesday 4 April at 5:00 pm Report 2: Wednesday 30 May at 5 pm	Max. 1500 words
Tutorial Briefs	20%	Weekly	Approx. 500 words
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.*

E-business evaluation project (x2) 30% each

In this assignment you will do an evaluation of the business implementation of the concepts and models covered in class. *Printed* versions of the individual written report must be posted into the assignment hand-in box by the nominated due date and time AND submitted electronically. Full details of submission requirements and procedures will be advised via Blackboard closer to the time.

Tutorials and Active Learning (20%)

Each week for weeks 2 to 11, short exercises or discussion questions will be set for tutorials. Students are required to prepare short answers (up to 500 words) for these questions (tutorial brief) in advance of the tutorial. Tutorial briefs must be handed in at the beginning of tutorials. Each brief is worth approximately 2%. (Since there are only nine tutorials this year due to holidays, the 9 tutorials will be calculated as a mark out of 20, giving each a contribution to the final grade of 2.2%). No extensions are possible for these assignments.

Tutorial Leadership (10% each x two tutorial leadership sessions)

In this assignment, you will prepare a brief (5-7 minute) presentation and lead tutorial discussion on your allocated topic. Topic/tutorial lists, and more details about the requirements for each topic will be published on Blackboard. No extensions are possible for these assignments.

Penalties

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.

Important Notes:

- *No extension is possible based on a student's workload. You are expected to manage your workload to ensure there is sufficient time to complete assessments as required.*
- *You are expected to back up your work – 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).*
- *Do not leave submitting your work to the last minute – 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.*
- *Working together – You are encouraged to discuss aspects of your assignments with others. However, when it is time to develop your solution, the work must be ENTIRELY your own. In this way, we will have your 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 a **weighted average over all assessments of at least 50%**.
- Attend at least **seven tutorial and active learning sessions**.

These requirements will be strictly observed.

Quality Assurance 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.

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

How additional information or information on changes will be conveyed to students, e.g. via class noticeboards, Blackboard, email to all class members, etc.

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 Putahi Atawhai

Maori and Pacific Mentoring Programme

<http://www.victoria.ac.nz/tpa/>