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 2 2012

COURSE OUTLINE

Names and Contact Details

Course Coordinator:
  Dr. Eusebio Scornavacca
  Room: RH 412
  Phone: 463 6697
  e-mail: Eusebio.Scornavacca@vuw.ac.nz
  Office Hours: By appointment (please request via e-mail)

Senior Tutor
  Mr. Alex Zhang
  Room: RH502
  Phone: 463 6998
  e-mail: Alex.Zhang@vuw.ac.nz
  Office hours: Monday-Friday 1-4pm or by appointment (please request via e-mail)

Tutor
 Ms. Balsam Al-Dabbagh
 e-mail: Balsam.Aldabbagh@vuw.ac.nz

Trimester Dates

   Monday 16 July – Friday 19 October

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 27 July 2012.

2. The standard last date for withdrawal from this course is Friday 28 September 2012. 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:	Thursdays 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	19/7	Welcome to the Course	No tutorial
2	26/7	Overview of B2B e-Commerce	
3	2/8	Enterprise Resource Planning	
4	9/8	B2G and G2G e-commerce	
5	16/8	B2E: Business to Employee	
6	23/8	Technology Convergence	Assignment #1 due
		Mid-Trimester break	
7	13/9	Wireless Technologies in B2B e-Commerce	
8	20/9	Enterprise Mobility	
9	27/9	Cases of Wireless Applications I	
10	4/10	Cases of Wireless Applications II	
11	11/10	Productivity in the Digital Age	
12	18/10	Challenges and opportunities for INFO and ELCM graduates	No tutorial 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 the 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 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. 3) Scornavacca, E. and Al-Dabbagh, B (2011) "The Challenge of Meeting Users' Requirements of a Mobile Accounting Information System" International Conference in Mobile Business. Como, Italy, June.
11	Topic: Productivity in the Digital Age - To be announced on Blackboard.
12	Topic: Challenges and opportunities for INFO and ELCM graduates - To be announced on Blackboard.

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 23 August 2012
Assignment #2	35%	1, 3 and 4	Due 18 October 2012
Tutorial Briefs	30%	1, 2, 3 and 4	Due at the beginning of each 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 related to e-business. Detailed assignment requirements will be posted on Blackboard.

Assignment 2 (35%)

This assignment is a case study related to m-business. Detailed assignment requirements will be posted on Blackboard.

Tutorial Briefs (30%)

The tutorial briefs are a form of preparation for the tutorials. At the beginning of 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 in week 1.
2	Describe the distinct business models of B2B e-commerce that are used in "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 businesses. 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 the adoption of wireless technologies. Discuss and provide examples.
11	To be announced on Blackboard.
12	There are NO tutorials in week 12.

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 FCom 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 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 the Blackboard system:
http://blackboard.vuw.ac.nz
You are expected to check for announcements on Blackboard on a **regular** basis.

Use of Turnitin
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 Office
http://www.victoria.ac.nz/vbs/studenthelp

Te Putahi Atawhai
Maori and Pacific Mentoring Programme
http://www.victoria.ac.nz/tpa/