

School of Information Management

**ELCM 211 FOUNDATIONS OF E-COMMERCE**

Trimester One 2014

**COURSE OUTLINE**

---

**Names and Contact Details**

	<b>Staff</b>	<b>Room</b>	<b>Email &amp; Phone</b>	<b>Office Hours</b>
<b>Course Co-ordinator &amp; Course Lecturer</b>	Barbara Lofgren	RH419	<a href="mailto:Barbara.Lofgren@vuw.ac.nz">Barbara.Lofgren@vuw.ac.nz</a>  463 7436	Please email for appointment
<b>Senior Tutor</b>	Wei Wei Li	RH502	<a href="mailto:Weiwei.li@vuw.ac.nz">Weiwei.li@vuw.ac.nz</a>	Available times will be posted on Blackboard

**Trimester Dates**

From Monday 3<sup>rd</sup> March to Friday 6<sup>th</sup> June

**Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 14<sup>th</sup> March 2014.
2. The standard last date for withdrawal from this course is Friday 16<sup>th</sup> 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. The application form is available from either of the Faculty's Student Customer Service Desks.

## **Class Times and Room Numbers**

<b>Lecture Time</b>	<b>Lecture Room</b>
Tuesdays 13:40 – 14:30	RHLT2

Tutorial times to be advised on Blackboard

## **Course Delivery**

Learning materials for this course are delivered in three complementary ways through:

- Lectures and tutorials
- Assigned readings from the prescribed text
- Resources provided through the (Blackboard) course website.

Each method is equally important and students must use each resource fully to achieve the course objectives.

## **Expected Workload**

There are 12 weeks of lectures and 9 tutorials/active learning sessions. The workload expectation for ELCM211 is approximately 10 hours per week. The average amount of time you should expect to spend each week on the following activities are set out below:

- Lecture: 1 hour per week
- Attending tutorial and active learning session: 2 hours over 9 weeks
- Background reading and pre-class/pre tutorial preparation: 3 hours
- Assignments: 4 hours

A detailed weekly schedule can be found below

## **Prescription**

An introduction to e-commerce principles, theories, technologies and applications. This course gives an overview of the impact of new technologies on commercial paradigms and practices, legal issues and business ethics.

## **Course Learning Objectives**

A student who has successfully completed this course, should:

1. Understand the nature of Electronic Commerce;
2. Recognise the business impact and potential of Electronic Commerce;
3. Explain the technologies required to make Electronic Commerce viable;
4. Discuss the current drivers and inhibitors facing the business world in adopting and using Electronic Commerce;
5. Explain the economic consequences of Electronic Commerce;
6. Discuss the trends in Electronic Commerce and the use of the Internet

## Relationships to Assessment Items

Item	CLO
Assignment 1	1,2,3,4
Assignment 2	4,5,6
Tutorial Brief Exercises	1,2,3,4,5,6
Tutorial Leadership Presentations	1,2,3,4,5,6

## Course Content

### Timetable

Week	Date	Lecture Topic	Text	Tutorial
1	4 March	Welcome to the course Introduction to key concepts	1	No tutorial
2	11 March	B2C: E-tailing basics and giving the user a good shopping experience	3	Introduction to the assessment (reports and tutorial briefs); group exercise
3	18 March	Social Commerce	7	B2C: channels, e-tailing and services
4	25 March	B2C: marketing and advertising	8 & 6.6	Customer behaviour: social commerce
5	1 April	B2B: the supply chain	11	Consumer behaviour: marketing and advertising
6	8 April	B2B: market places, services, transactions, activities <b>Ecommerce and Social Commerce report due Wednesday 9<sup>th</sup> April by 5pm</b>	4	B2B issues
7	15 April	Innovative E-Commerce systems	(op 5)	No tutorial
		Mid Trimester Break 18 <sup>th</sup> April to 2 <sup>nd</sup> May		
8	6 May	E-commerce Strategy	12	B2B issues
9	13 May	E-Payments	10	E-Strategy
10	20 May	E-Security	9	E-Payments
11	27 May	Mobile Technologies and applications <b>Strategy, B2B and Payment Systems report due Wednesday 28<sup>th</sup> May by 5pm</b>	6	E-Security
12	3 June	The Future and round-up		No tutorial

## Readings

Turban, E., et al. *Electronic Commerce 2012 – A Managerial and Social Networks Perspective*. Pearson/Prentice Hall, 2012. ISBN: 978-0-13-214538-1. The text has a very good companion website ([http://wps.prenhall.com/bp\\_turban\\_ec\\_2008](http://wps.prenhall.com/bp_turban_ec_2008))

Additional articles may be suggested during the trimester. These will be made available on Blackboard.

## Assessment

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

Assessment Detail	Weight	Due
<b>Tutorial Components</b>	<b>40%</b>	<b>During tutorials</b>
Tutorial Leadership Presentation	20%	During tutorials
Tutorial Briefs (9 in total, each worth 2%, plus a bonus 2% if all 9 are handed in)	20%	At the beginning of tutorials
<b>E-Business Evaluation Reports</b>	<b>60%</b>	
Ecommerce and Social Commerce	30%	Wednesday 9 April at 5pm
Strategy, B2B and Payment Systems	30%	Wednesday 28 May 5pm
<b>Total</b>	<b>100%</b>	

Weekly tutorial briefs: Written Communication Rubric LO2b. A particular focus on clarity and conciseness and technical writing skills.

Tutorial Leadership Presentation: Rubric for Leadership LO4a. Presentation of material and managing discussion.

Individual evaluation reports: Written Communication Rubric LO2b, and the Discipline-Specific Knowledge Rubric LO52b. Quality written communication and sound disciplinary knowledge. Reports should be 1,500 words in length.

## Penalties and Requests for Extensions

Work must be submitted before the deadline as specified. Unless you have been granted an extension, penalties will be incurred. For reports, this will be a deduction of 10% of the given grade for each day, weekends included. Submissions will not be accepted after 5 working days.

You must produce evidence to support your request for an extension eg a medical certificate. Extensions will only be granted under these circumstances. You must apply for an extension before the due date unless there is an exceptional circumstance warranting the relaxation of this

rule. In the event of bereavement or a prolonged illness affecting your ability to meet deadlines, please discuss this situation with the Course Coordinator.

### **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 submitted to Turnitin. A copy of submitted materials will be retained 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.

### **Mandatory Course Requirements**

Students are required to participate in at least 7 tutorials by submitting required tutorial briefs.

If you cannot complete an assignment, refer to [www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

### **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**

Additional information or information will be conveyed to students via Blackboard.

### **Student feedback**

At the end of the course, student feedback will be sought using University questionnaires. Feedback will also be asked for during tutorials.

Student feedback on University courses may be found at [www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://www.cad.vuw.ac.nz/feedback/feedback_display.php)

### **Link to general information**

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

**Note to Students**

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

\*\*\*\*\*