

School of Information Management

ELCM 311 ADVANCED TOPICS IN E-COMMERCE

Trimester 2, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator

Barbara Lofgren
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Senior Tutor

Wei Wei Li
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Office Hours: To be advised

Trimester Dates

From Monday 14 July to Friday 17 October.

Withdrawal from Course

Your fees will be refunded if you withdraw from this course on or before Friday 25 July 2014.

The standard last date for withdrawal from this course is Friday 26 September. 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 Mondays 13:40 to 15:30 GB LT3
Tutorials TBA

Course Delivery

This course will be delivered by means of weekly lectures lasting two hours, and a weekly tutorial lasting one hour. To make the 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

Prescription

This course comprises an advanced examination of managerial issues regarding the use of cutting-edge e-Business applications. It provides students with a deeper understanding of new technologies and recent theory in e-commerce and their implications for e-business thought and practice.

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 Content

The weekly schedule can be found in **Appendix 1**.

Readings

There is no set text book for this course. The list of required readings can be found in **Appendix 2**. 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-.

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 Wednesday 20 th August 2014
Assignment 2	35%	1, 3 and 4	Due Wednesday 15 th October 2014
Tutorial Briefs	30%	1, 2, 3 and 4	Due at the beginning of each tutorial

The course work elements and their assessment are to be found on Blackboard. Detailed descriptions and instructions will be provided in class well in advance of the assignment deadline.

Assignment 1 (35%)

An essay related to ERP or inter-organisational communication issues. Detailed assignment requirements will be posted on Blackboard.

Assignment 2 (35%)

An essay related to m-commerce or strategic e-commerce issues. 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 will be posted on Blackboard. Each brief should not exceed its word limit of 1,000 words (penalties apply). Note that you **must submit at least 8 out of the 10 tutorial briefs**.

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.

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

In addition to obtaining an overall mark of at least 50%, to pass this course you must: Submit at least 8 of the 10 tutorial briefs.

If you cannot complete an assignment refer to 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

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.

Student feedback

Student feedback on University courses may be found at 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.

Appendix 1

Timetable for lectures ELCM 311

Week	Date	Topic	Notes
1	14 July	Welcome to the course and introduction. B2B issues.	No Tutorial
2	21 July	Enterprise Resource Planning 1	
3	28 July	Enterprise Resource Planning 2	
4	4 Aug	Interorganisational Communication: Supply Chain & Collaborative Commerce	
5	11 Aug	Interorganisational Communication: Marketing & eCRM	
6	18 Aug	Next steps E-government: G2B, G2G and G2C	Assignment 1 hand-in Wednesday 20 st August
Mid-trimester break 25 August-5 September			
7	8 Sept	M-Commerce in enterprises	
8	15 Sept	M-Commerce developments	
9	22 Sept	Strategies: multiplatform issues for e-commerce	
10	29 Sept	Strategies: organisational resourcing	
11	6 Oct	Implementing e-commerce in the enterprise	
12	13 Oct	E-commerce Futures	No Tutorial Assignment 2 hand-in Wednesday 15 th October

Appendix 2

Readings

The list below may be supplemented by additional case studies, links to useful websites and other material.

Week	Date	Reading
1	14 July	Balocco R, Perego A & Perotti S (2010) "B2B eMarketplaces" from Industrial Management & Data Systems Vol 110 No 8 pp 117-1137 Ali Baba Case Study Covisint Case Study
2	21 July	Bellinson T (2009) The ERP software promise July, 2009 http://www.bptrends.com
3	28 July	Choi TM et al (2013) "Implementation of fashion ERP systems in China: Case study of a fashion brand, review and future challenges" International Journal of Production Economics Fakoya MB & Van der Poll H M (2012) "Integrating ERP and MFCA systems for improved waste-reduction decisions for a brewery in South Africa, Journal of Cleaner Production
4	4 Aug	Smart A (2008) "eBusiness and Supply Chain Management" in Journal of Enterprise Information Management" Volume 21, Issue3, pp 227-246 Mitchell R & van der Linden (2010) "Adding value through cooperation: A study of the New Zealand food and wine tourism network" Paper delivered February 2010 Optional: Kirkwood J & Walton S (2010) "How ecopreneurs' green values affect their international engagement in supply chain management" in Journal for International Enterprise, vol 8 pp 200-217
5	11 Aug	Minkara O & Pinder A (2013) Next-Generation Customer Experience Management, report for Aberdeen Group Social media & B2B Marketing: New Opportunities Paper by the Internet Advertising Bureau UK
6	18 Aug	To be advised on Blackboard
Mid-trimester break		
7	8 Sept	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. Dery K & MacCormick (2012) "Managing mobile technology: the shift from mobility to connectivity" in MIS Quarterly Executive December

8	15 Sept	Dhar S & Varshney (2011) "Challenges and Business models for mobile location-based services and advertising" from Communications of the ACM May, Vol 54 No 5 Stieglitz S & Brockamann T (2012) "Increasing Organizational Performance by Transforming into a Mobile Enterprise" in MIS Quarterly Executive December pp 189-204
9	22 Sept	Pitt L, Berthon P & Robson K (2011) "Deciding when to use tablets for business applications" in MIS Quarterly Executive September pp 133-139
10	29 Sept	Gangi PM, Wasko MM, Hooker RE (2010) "Getting customers' ideas to work for you: learning from Dell how to succeed with online user innovation communities" in MIS Quarterly Executive Vol 9 no 4
11	6 Oct	Colla E & Lapoule P (2012) "E-commerce: exploring the critical success factors" in International Journal of Retail & Distribution Management vol 40 no 11 pp 842-864
12	13 Oct	To be advised on Blackboard