

School of Information Management

ELCM 311 ADVANCED TOPICS IN E-COMMERCE

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator Hans Lehmann
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Office Hours: By appointment (please request via email)

SIM Undergraduate Support Team Lucia Sohn Room: RH 502
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Office Hours: Mon-Fri 10am-4pm or by arrangement

Trimester Dates

Teaching Period: Monday 2nd March – Friday 5th June
(*Study Period & Examination Period do not apply – there is no examination in this course*)

Withdrawal from Course

Your fees will be refunded if you withdraw from this course on or before Friday 13th March 2015. The standard last date for withdrawal from this course is Friday 15th 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

Lectures Fridays 12:40 to 14:30 GB LT4
Tutorials **TBA on Blackboard and in Lecture 1**
N.B.: You must enrol for your tutorial in Week 1

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

The Assessment Handbook will apply to all VUW courses: please see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

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 2 April 2015
Assignment 2	35%	1, 3 and 4	Due Wednesday 29 May 2015
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**.

Delivery of Assessment Items

Both assignments and all tutorial briefs need to be delivered in two ways:

- Assignments: in paper copy to the ELCM 311 assignment box in the Rutherford House Mezzanine; as well as submitted to Blackboard - in *.docx*, *.doc* or *.pdf* format only; acceptance cut-off is **4pm** on the due date
- Tutorial Briefs: in paper copy to the tutor at the beginning of the respective tutorial; as well as submitted to Blackboard - in *.docx*, *.doc* or *.pdf* format only, acceptance cut-off is the beginning of the tutorial;

If you cannot complete an assignment refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Extensions

Personal extensions are granted only in special circumstances and supporting evidence such as a medical certificate may be requested by the course coordinator or SIM undergraduate support team.

Non-extendable assessments. For some work, such as lab projects, case discussion preparation, and tutorial preparation there is no possibility of late submission as the opportunity for the work to be completed has already passed.

Penalties

The penalty for late submission of work without a prior extension arrangement is a reduction of 10% of the available marks per calendar day late up to 5 days after the due date. A calendar day begins at midnight.

At the course coordinators discretion, work handed in after 5 days may be assessed and feedback provided, but no grade will be assigned.

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**.

Use of Turnitin

Student work provided for assessment in this course will 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 the detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

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 and/or emailed on/through the Blackboard system: <http://blackboard.vuw.ac.nz>. You are expected to check for announcements on Blackboard and check emails 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 – T1/2015

Please be aware that the sequence and/or content of the lectures may be changed. Changes will be advertised in class and on Blackboard

<i>Week</i>	<i>Date</i>	<i>Topic</i>	<i>Notes</i>
1	6/03/2015	Welcome to the course and introduction to B2B issues.	No Tutorial
2	13/03/2015	Enterprise Resource Planning 1	
3	20/03/2015	Enterprise Resource Planning 2	
4	27/03/2015	Interorganisational Communication: Supply Chain & Collaborative Commerce	
5	3/04/2015	<i>No Lecture- Good Friday</i>	Assignment 1 hand-in 2nd April
Mid-trimester break 3 rd April to 17 th April			
6	24/04/2015	Next steps E-government: G2B, G2G and G2C	No Tutorial
7	1/05/2015	M-Commerce in enterprises	
8	8/05/2015	M-Commerce developments	
9	15/05/2015	Strategies: multiplatform issues for e-commerce	
10	22/05/2015	Strategies: organisational resourcing	
11	29/05/2015	Implementing e-commerce in the enterprise	Assignment 2 hand-in 29th May
12	5/06/2015	E-commerce Futures	

Appendix 2

Readings

N.B.: The list below may be changed and/or supplemented by additional readings, case studies, links to useful websites and other material.

Week	Read before:	Readings
1	6/03/2015	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	13/03/2015	Bellinson T (2009) The ERP software promise July, 2009 http://www.bptrends.com
3	20/03/2015	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	27/03/2015	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	3/04/2015	<i>Good Friday: no lecture - no readings</i>
Mid-trimester break		
6	24/04/2015	To be advised on Blackboard
7	1/05/2015	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

Week	Read before:	Readings
8	8/05/2015	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	15/05/2015	Pitt L, Berthon P & Robson K (2011) "Deciding when to use tablets for business applications" in MIS Quarterly Executive September pp 133-139
10	22/05/2015	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	29/05/2015	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	5/06/2015	Course Review – no readings