

Faculty of Information Technology
School of Information Management and Systems
Semester 2, 2005

UNIT OUTLINE

Unit: **IMS3280, E-Commerce**
IMS2704, E-Business

Handbook entry: The Handbook is at: <http://www.monash.edu.au/pubs/handbooks/>
The Handbook entry for IMS3280 can be found at:
<http://www.monash.edu.au/pubs/handbooks/subjects/IMS3280.html>
The Handbook entry for IMS2704 can be found at:
<http://www.monash.edu.au/pubs/handbooks/subjects/IMS2704.html>

Unit webpage: To access unit webpage, select:

<http://www.sims.monash.edu.au/subjects/IMS3280/index.html>

Staff:

Lecturer	Dr. Adi Prananto
Room	S4.15 Level 4, Building S, - Caulfield Campus
Phone	9903 2600
Email	adi.prananto@sims.monash.edu.au
Tutors	Refer to Staff section of the unit website

Contacting staff: Outside the scheduled class contact hours, you can contact teaching staff by email, phone, during their consultation hours (available on unit web page or at SIMS Frontdesk) or by making an appointment.

If you need a staff member urgently and are unable to contact them, please contact:

SIMS Frontdesk, Level 7 – Building S, Ph: 990 32208

Aim: To provide students with an understanding and appreciation of the major issues facing managers in the implementation of E-Commerce and E-Business in contemporary organisations. There will be an emphasis on business and management considerations when dealing with E-Commerce and E-Business technologies and applications. Key issues in E-Commerce and E-Business, such as supply chain management, customer relationship management, emerging technologies and applications, electronic payment systems, m-commerce, e-commerce/e-business security and e-commerce/e-business strategy will be discussed.

Objectives: At the completion of this unit the students will:

have knowledge of:

- the nature, business impact and potential of e-commerce/e-business



- the technologies required to make e-commerce/e-business viable
- the business and managerial issues in dealing with e-commerce/e-business initiatives

have an understanding of:

- trends in e-commerce/e-business and the use of the Internet to provide strategic advantage to the business
- the complexities surrounding e-commerce/e-business

have the skills to:

- apply appropriate analytical and problem identification techniques to the range of business, management, technical, and organisational culture situation which may arise in an organisation's e-commerce/e-business initiatives.
- make informed decisions when dealing with e-commerce/e-business initiatives.

have developed attitudes which enable them to:

- manage the organisation's expectations of its e-commerce/e-business initiatives.
- appreciate the differing perspectives of all people with regards to e-commerce/e-business.
- appreciate the complexities and interconnected nature of various e-commerce/e-business components and the impact of e-commerce/e-business within the entire organisation and across its boundaries.

Prerequisite knowledge:

Completion of CSE1205, IMS1002, SYS2001, SYS2168, SYS3002, IMS1704 or equivalent.

Texts and software:

Prescribed texts:

Jelassi, T. and Enders, A. (2005). Strategies for e-business: Creating value through electronic and mobile commerce. Prentice Hall, Edinburgh, UK. ISBN no 0273688405

Recommended texts:

McKay, J. and Marshall, P. (2004). Strategic Management of e-Business. John Wiley & Sons Australia, Qld, ISBN no 0470802928.

Turban, E., King, D., Lee, J.K., and Viehland, D. (2003). Electronic Commerce: A Managerial Perspective (3rd ed.). Prentice Hall, New Jersey, ISBN no 0130094935.

Other references:

Students are expected to find appropriate references for the various topics discussed in the lectures and assignments using the facilities provided by the Monash University Libraries.

Software:

No software other than that available on the Monash University network is required.

Computing and laboratory requirements:

Access to a computer, the library system, and appropriate software for research and word processing purposes are required.

Study materials:



It is essential for all students to have the prescribed textbook.

We provide:

- Three assignment specifications and participation guidelines
 - One written critical essays on assigned topic – individual assignment
 - One written report on assigned topic – group assignment
 - One presentation on assigned topic – group assignment
 - Guidelines for expected tutorial participation.
- Lecture notes (which will be made available prior to the lecture and accessible for download through the unit’s website)

The Monash University Libraries provide books, journals and access to computer-based databases of journal articles which are of relevance to this unit. The student is expected to make use of these resources.

Unit structure and organisation:

The unit covers the concept of e-commerce/e-business and various business, management and technological issues related to e-commerce/e-business.

Unit structure by topic

Week	Date (beginning of week)	Theme	Notes
1	18 Jul 04	Introduction to IMS3280 and Overview of E-Commerce/E-Business	No tutorial in week 1
2	25 Jul 04	E-Commerce/E-Business “Business Models”	Formation of groups. Rep/pres topics assigned
3	1 Aug 04	Retailing in E-Commerce/E-Business	
4	8 Aug 04	E-Marketplaces and Business to Business E-Commerce/E-Business	
5	15 Aug 04	E-Commerce/E-Business Strategy	
6	22 Aug 04	Creating Value through & Delivering Value of E-Commerce/E-Business	Critical Essay due for submission
7	29 Aug 04	CRM: Service, Relationships, Satisfaction, and Loyalty	
8	5 Sep 04	Logistics and Supply Chain Management	
9	12 Sep 04	E-Commerce/E-Business Applications and Infrastructure	Presentation starts this week
10	19 Sep 04	E-Commerce/E-Business Security	
Week free			
11	3 Oct 04	Emerging Technologies, Issues and Trends in E-Commerce/E-Business	Major Report due for submission
12	10 Oct 04	Emerging Technologies, Issues and Trends in E-Commerce/E-Business	



13	17 Oct 04	Revision	
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NB. This information is intended as a guide and may be subject to change. Themes may be extended or shortened to meet substantial and expressed class interests.

Workload:

This is a six point unit which, according to University guidelines, requires you to spend 12 hours per week (a total of at least 156 hours per semester).

A reasonable minimum allocation of workload is:

- 2 hours per week lecture
- 1 hour per week tutorials
- 7 hours per week exam preparation, critiques and report
- 2 hours per week research reading

Assessment:

The assignments (50% of total) and a two-hours examination (50% of total) will be used to assess whether you have achieved the objectives of this unit. Minimum performance requirements are indicated in the first paragraph of Assessment Notes below.

Four assessable components (total assessment value 50%)

Component 1, Value: 10%, Due Week 6, Critical Essay.

Component 2, Value: 20%, Due Week 11, Research Report

Component 3, Value 10%, Due date to be agreed, Formal presentation (starting on week9) of the findings of the research on assigned topic to your tutorial group peers.

Component 4, Value 10%, Participation throughout the semester in the form of contribution during the tutorial.

The Critical Essay and the Research Report must be submitted during your allocated tutorial directly to your tutor. Late submissions, if accepted, will be penalised at the rate indicated in *section 2.3 Extensions* below. If you believe that your assignment will be delayed because of circumstances beyond your control, such as illness, you should apply for an extension before the due date. Proper documentation (i.e., genuine, authentic and believable) supporting your application will be required BEFORE any consideration of extension would be given. When an extension request is made near or on the due date, a significant amount of work on the assignments MUST have been completed and submitted together with the documentations needed.

The examination and assignment activities will test whether you have met the objectives indicated in this outline.

Formal supervised assessment (50%).

The formal supervised assessment for this unit will be a two hour "closed book" examination scheduled in the formal examination period following the last week of semester. You are required to be available for the exam and for any necessary supplementary assessment procedures until the end of the assessment period. Alternative times for exams will not be approved without formal application through the Faculty Office on the appropriate form. Medical Practitioner certification of a significant illness, or equivalent evidence is required.

Note:

- Assignments in this unit are no less important than those of other units. Your inability to manage your time or computing resources will not be accepted as a valid excuse. (Several assignments falling due at the same time is often unavoidable.)
- Backup copies are required to be made of all assignments and are required to be retained for 12 months, in case of loss.



- Hardware failures are not normally recognised as a valid reason for obtaining an extension or for submitting a late assignment.



Assessment Notes

1 Acknowledgment of sources

Each time you complete any assessment, please refer to and make yourself familiar with the most current information regarding acknowledgement of sources, plagiarism and academic conduct contained in the SIMS Policy website.

<http://www.sims.monash.edu.au/policies>

2. Assignments

2.1 Standards for presentation

All printed assignment work must be word processed and meet the standards set out in the assignment. Refer also to the *School of Information Management and Systems* guidelines for writing assignments for additional information on presentation standards:

<http://www.sims.monash.edu.au/resources/style.html>

2.2 All assignments must include an appropriate **signed** SIMS assignment cover page. See the SIMS web site for downloadable (PDF) copies of SIMS assignment cover pages

<http://www.sims.monash.edu.au/resources/assessment.html>

2.3 Extensions

If you believe that your assignment will be delayed because of circumstances beyond your control such as illness, you should apply for an extension prior to the due date. All applications for extensions must be made in writing to your lecturer. Medical certificates or other supporting documentation will be required.

Late assignments submitted without an approved extension may be accepted (**up to one week late**) at the discretion of your lecturer, but will be penalised at the rate of 10% of total assignment marks per day (including weekends). Example:

Total marks available for the assignment = 100 marks

Marks received for the assignment = 70 marks

Marks deducted for 2 days late submission (20% of 100) = 20 marks

Final mark received for assignment = 50 marks

2.4 Submission of assignments

Assignments should be received by your tutor on or before the due date. In the absence of other instructions, all assignments are to be submitted to your tutor during your allocated tutorial. Please refer to the specific instructions for IMS3280 E-Commerce in the "Assessment" section above.

2.5 Return of assignments

Assignments will either be returned in specified tutorials during semester or via the SIMS Frontdesk collection system outside semester.

In general, assignments will be returned within two to three weeks of the due date. Refer to the Unit web site for specific assignment return details.

3 Student Academic Grievance Procedure

If you have a concern or issue about aspects of your assessment or other academic matters, you are encouraged to follow the SIMS Student **Academic Grievance Procedure**:

<http://www.sims.monash.edu.au/policies>



4. Pass requirements

The 40% rule applies to units and determines the final result for a student where the student's performance in either the examination or assignment component of the unit is unsatisfactory. Students need to be aware of the 40% rule which is:

In order to pass a unit, a student must gain all of the following:

- at least 40% of the marks available for the examination component: i.e. the final examination and any tests performed under exam conditions, taken as a whole
- at least 40% of the marks available for the assignment component: i.e. the assignments and any other assessment tasks (such as presentations) taken as a whole
- at least 50% of the total marks for the unit

Where a student gains less than 40% for either the examination or assignment component, the final result for the unit will be no greater than '44-N'.

5. Grades

The grades awarded by the Faculty of Information Technology are:

Grade	Code	Marks
High Distinction	HD	80-100
Distinction	D	70-79
Credit	C	60-69
Pass	P	50-59
Fail	N	0-49
Near Pass	NP	45-49 (may be awarded by Board of Examiners only)
Deferred	DEF	-
Withheld	WH	-