

School of Information Management

ELCM 211 FOUNDATIONS OF E-COMMERCE

Trimester Three 2009

COURSE OUTLINE

Contact Details

Course Coordinator & Lecturer: Mary Tate

Room: EA 234 (Level 2, Easterfield Building, Kelburn Campus)

Phone: 463 5625

Email: Mary.tate@vuw.ac.nz

Office hours: by appointment (request via e-mail)

Note: Mary will be overseas from 28 November to 21 December.
During that time enquiries should be directed to David Johnstone.

Lecturer: David Johnstone

Room: EA 218

Phone: 463 5877

Email: david.johnstone@vuw.ac.nz

Office hours: by appointment (request via e-mail)

Tutor: Monica Lincoln

Email: Monica.lincoln@vuw.ac.nz

Office hours: by appointment (request via e-mail)

Trimester Dates: Monday, 16 November, 2009 – Friday, 19 February, 2010

Mid Trimester (Christmas) Break: Saturday 19 December 2009– Monday 4 January 2010

Withdrawal Dates: 24 November 2009 (last day to withdraw with refund)

Late Withdrawal: Requires Associate Dean (Students) permission. See Section 8 of the Personal Courses of Study Statute:

(<http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~00000001743.pdf>)

Class Times and Room Numbers

| | | | |
|---|---|---------------|---------------|
| Lectures: | Tuesday | 13:10 – 15:00 | EALT206 |
| Tutorial and active learning sessions (2 hours): | To be advised | To be advised | To be advised |
| Examination: | To be advised (during 15 – 19 February, examination period) | | |

Note: Please sign-up for your tutorials at this URL: <https://signups.vuw.ac.nz>. Tutorial numbers are limited for each tutorial. Tutorial places are on an allocated first-in, first-served basis. Queries about tutorial allocations should be addressed to the Tutor.

Course Objectives

Course Aims

This course provides an introduction to the principles, theories, technologies and applications in the e-commerce environment. The paper 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:

- a) Understand the nature of Electronic Commerce
- b) Understand the business impact and potential of Electronic Commerce
- c) Understand the technologies required to make Electronic Commerce viable
- d) Understand the current drivers and inhibitors facing the business world in adopting and using Electronic Commerce
- e) Be able to explain the economic consequences of Electronic Commerce
- f) Understand the trends in Electronic Commerce and the use of the Internet.

Course Content

Lectures

Lectures will complement the online material and the readings but will NOT necessarily cover exactly the same material. The lecture sessions will offer a range of experiences including some or all of: discussions, case studies, web examples, guest speakers, critiques and alternative viewpoints on the topics. Lecture material will not necessarily be published in Blackboard and lecture slides will not necessarily be available. All lecture material is assessable.

Timetable for lectures (**Note:** Sessions may vary from those advertised)

| <i>Wk</i> | <i>Date</i> | <i>Lecture Topic</i> | <i>Chapter</i> | <i>Tut</i> | <i>Lecturer</i> |
|---|-------------|--|----------------|------------|-----------------|
| 1 | 17 Nov | Welcome to the course; Overview of Electronic Commerce, B2C e-commerce; The Digital Economy; Retailing in e-Commerce (e-Tailing) | 1, 2, 3 | | Mary |
| 2 | 24 Nov | Internet Consumers; e-Service, e-marketing, e-advertising; access issues and the Digital Divide | 4 | Tut 1 | Mary |
| 3 | 1 Dec | Electronic Payment Systems and e-Security. | 11,12 | Tut 2 | David |
| 4 | 8 Dec | Mobile Commerce | 9 | Tut 3 | David |
| 5 | 15 Dec | Terms Test | | | David |
| Mid-Term Break (University Closed) 19 December – 4 January | | | | | |
| 6 | 5 Jan | B2B e-commerce; Company-centric B2B; E Marketplaces and B2B | 5, 6 | Tut 4 | David |
| 7 | 12 Jan | Order Fulfilment, Logistics, and Supply Chain Management | 7, 13 | Tut 5 | David |
| 8 | 19 Jan | E-commerce strategy | 14 | Tut 6 | Mary |
| 9 | 26 Jan | E-government | 8.1 – 8.2 | Tut 7 | Mary |
| 10 | 2 Feb | Building an E-Commerce Business: Applications and Infrastructure | 16 | Exam prep | Guest |

Tutorial and Active Learning Sessions (2 hours)

At the beginning of each tutorial and active learning session you will hand in a brief to your tutor that discusses the week's topics. Your tutor is there to help organise the sessions, and to facilitate both the full group and smaller groups to work proactively and independently on the tutorial and active learning exercises.

Tutorials/Active Learning Timetable

Tutorial/Active Learning Sessions are two hours long. The time will be split between

- a Question & Answer session to cover any issues arising from the preceding lecture; and
- the discussion of questions, material and exercises announced on BlackBoard.

NOTE: There will be no tutorial/active learning session in Weeks 1 and 5. There is a tutorial scheduled for Week 10 – but it will be used for examination preparation, and does not count towards the five out of seven requirement. The schedule is provided in the table above. This means you must attend a minimum of five out of the seven tutorials.

Expected Workload

There are 10 weeks of lectures, and 8 weeks of tutorials/active learning sessions; a 2 week mid-term break; and a study week before the examination period. The workload expectation for ELCM 211 in Trimester 3 will be about 16 hours per week. The times you should expect to spend each week in the following activities are set out below:

- 2 hours attending classes (1 x 2-hour classes);
- 1.3hours attending your tutorial and active learning session (1 x 2-hour session over 8 weeks);
- 4.7 hours background reading and pre-class/pre-tutorial preparation;
- 6 hours on assignments;
- 2 hours post-class review and final examination revision;

This is an average workload. Your actual workload will vary both with individuals and from week to week during the trimester.

Set Text:

The prescribed textbook provides a good summary of many key topics and issues and is well laid out and easy to read. You are expected to complete the required reading for each week.

Turban, E., et al. *Electronic Commerce 2008 – A Managerial Perspective*. Pearson/Prentice Hall, 2008. ISBN: 0-13-197667-2. Available in the Victoria Bookshop.

The text has a very good [companion website](http://wps.prenhall.com/bp_turban_ec_2008) (http://wps.prenhall.com/bp_turban_ec_2008)

Materials and Equipment

Lab Access

Information Systems and Electronic Commerce students have access to a range of computer lab facilities. This means that you can still undertake this course even if you don't have a computer at home. You are able to use any SCS computer lab throughout the University (this includes labs in the Murphy building, the Library and in the Law School) as long as you have a current SCS account. If you don't have a current SCS account, contact either the SCS helpdesks in the library or the Murphy building. In addition, INFO and ELCM students have access to the purpose built school lab MY201. This lab is located on the second floor of the Murphy building. Please note that specialist software found in the SIM labs is not available in all the SCS labs (e.g. macromedia products).

MY 201 offers 24-hour access via student ID cards unless booked for another class. Please check the booking schedules on the lab doors before entering a laboratory to ensure that you are not interrupting a class, or that you can finish your work before the next scheduled class. You may be asked to leave the lab by a supervisor if the machine you are using is required for a scheduled class. Please pack-up and leave the lab promptly if asked to do so. If you are sharing the lab with a scheduled class please use machines furthest away from the projection screen first and avoid interrupting the taught class with noise.

The food and drink ban in the labs will be enforced, please respect this in order to keep the facilities clean and in good working order for everyone.

Assessment Requirements

Course assessment is divided up as follows. See the schedule below for due dates.

| | | |
|--------------------------|-------------|-------------------------------------|
| Terms Test (1 hour) | 20% | Tuesday, 15 Dec, 2009 |
| Essay | 20% | due on Tuesday, 2 Feb, 2010 |
| Tutorial/Active Learning | 10% | Weekly (see schedule above) |
| Exam (2 hours) | 50% | tba , between 15-19 Feb 2010 |
| TOTAL | 100% | |

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 FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Terms Test (20%)

There will be a 1-hour, short answer terms test covering the concepts from weeks 1 to 4.

Date: **Tuesday 15 December** – at the normal class time and location.

Essay (20%)

This will be a 1500 word essay discussing and applying aspects of the concepts from weeks 6-9. A choice of topics will be offered.

Due: **1pm, Tuesday 2 February 2010** – in the designated assignment hand-in box at the School of Information Management, first floor, Easterfield building.

Tutorial Briefs and Active Learning (10%)

The tutorial briefs are a form of preparation for the tutorials and for the exam. 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). This brief should be approximately one A4 page long. A minimum of five tutorial briefs must be submitted, and they must be submitted at the scheduled tutorial (you cannot submit them later). Marks will also be earned based on student's participation during the active learning sessions.

Final examination (50%)

The final exam will be a short-essay style exam. You will be offered a choice of topics covering aspects of the lecture and tutorial material. More details about the exam will be provided during the course. This will be a 2 hr supervised examination held at Victoria University, and it will be scheduled at some time during the final examination period of **Monday, 15 February to Saturday, 20 February 2010**.

Unless otherwise stated, all material covered during the course will be assessable. Details will be advised closer to the date.

Assignment Submission

Your tutorial briefs must be handed to your tutor at the beginning of the tutorial in which it is due. Printed versions of the essay must be posted into the assignment hand-in box A4 by the nominated due date. The assignment hand-in box is located on the first floor of the Easterfield Building, in the School of Information Management.

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 late.

In the event of bereavement or prolonged illness affecting your ability to meet the deadline, discuss your situation with the Course Coordinator. You must verify your claim, e.g., produce a medical certificate. Extensions will only be granted under these conditions.

Important Notes:

- *No extension is possible based on a student's workload. You are expected to manage your workload to ensure there is sufficient time to complete assessments as required.*
- *You are expected to back up your work – From time to time files are lost, computers crash, etc., so it is critical that you get into the habit of backing up important files (on a flash drive, for example).*
- *Do not leave submitting your work to the last minute – technology problems do occur (especially on the day an assignment is due). Be smart and submit it in plenty of time. Extensions will not be granted due to problems with submitting work.*
- *Working together – You are encouraged to discuss aspects of your assignments with others. However, when it is time to develop your solution, **the work must be ENTIRELY your own.** In this way, we will have your perspective on the topic - not someone else's!*

Mandatory Course Requirements (Terms)

In addition to achieving the minimum course mark required for a pass this course (50%), you must:

- Be **correctly enrolled** in the course.
- Attain **at least 40%** of the possible marks for the **final exam**.
- Attain a **weighted average over all assessments of at least 50%**.
- Attend at least five **tutorial and associated active learning sessions**.

These requirements will be strictly observed.

Communication of Additional Information

All formal notices relating to this course will be posted on Victoria University's Blackboard system:

<http://blackboard.vuw.ac.nz>

You are expected to check for announcements on Blackboard on a regular basis.

Use of Blackboard

Course Material: Basic course material and announcements will be published on Blackboard on a regular basis.

Announcements: The announcements page for the course will be used to distribute course announcements. You are required to check the announcements regularly.

Discussion Board: Moderated discussion forums will be provided for assignment work. Staff members will attempt to answer all reasonable questions. In some cases you may be requested to make an appointment as not all questions can be easily answered using this medium

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office offers the following services:

- Duty tutors for student contact and advice.

- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

<http://www.victoria.ac.nz/fca/studenthelp/>

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures. http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is prohibited at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at:

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

Manaaki Pihipihinga Programme

This is a mentoring service for Maori and Pacific students studying at all levels. Find out more at:

http://www.victoria.ac.nz/st_services/mentoring/