



# BUS 800

## Electronic Commerce Strategy

S1 External 2014

*Dept of Marketing and Management*

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## General Information

Unit convenor and teaching staff

Lecturer

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E4A 218B

Please refer to iLearn for details

Unit Convenor

Scott Koslow

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Credit points

4

Prerequisites

BUS651 or MKTG696 or admission to MCom or MIntBus or MEc or MActPrac prior to 2011

Corequisites

Co-badged status

Unit description

This unit aims to provide students with a comprehensive framework for understanding e-commerce strategies and the skills and techniques for implementing these in the organisations in which students work or seek to work. Students will be required to critically evaluate different approaches to e-commerce, synthesise contemporary research findings and evaluate the utility of these when analysing different case organisations. A key component of the unit is the development of an analytical and strategic approach to e-commerce business problems and opportunities.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Identify the concepts and approaches applied to e-commerce within organisations and

Computer-Mediated Environments (CME's)

Identify contemporary and emerging skills and capabilities required for E-Commerce in the digital age

Identify the infrastructures that contribute to current and emerging E-Commerce frameworks, models and philosophy

Identify the latest e-commerce philosophies and practice based on Web 2.0, and Mobile Commerce

Explain the methodologies to explore and develop insights and strategic conversation on new and emerging e-commerce technologies, products and services

## Assessment Tasks

Name	Weighting	Due
<u>1. Report &amp; Participation</u>	30%	Weekly
<u>2. Project</u>	30%	Week 5
<u>3. Final Examination</u>	40%	Examination period

### 1. Report & Participation

Due: **Weekly**

Weighting: **30%**

#### Report (15%)

An individual research report

Topics to choose from are posted on iLearn

Need to write on one topic

Formal academic writing style required

Proof reading (spelling, grammar) is essential

References according to Harvard Referencing style

Scholarly work must be included

Hand in: Upload onto iLearn, 10 page report (inc. Table of Contents), plus references and appendix. Report is due at the end of the week (Sunday 10pm), when the topic is discussed

Late reports will attract a 10% penalty of the assignment mark for each day late

#### Participation (15%)

Student engagement and contributions in the weekly online discussion forums

It is expected students will participate in all discussion topics by submission of a written commentary on the topic of discussion.

If students don't participate in the weekly forums, they will receive a zero mark

The weekly online session participation is encouraged

Please read more details on iLearn

Late submissions to the discussion forms will attract a 10% penalty of the total assignment for each day late.

On successful completion you will be able to:

- Identify the concepts and approaches applied to e-commerce within organisations and Computer-Mediated Environments (CME's)
- Identify contemporary and emerging skills and capabilities required for E-Commerce in the digital age
- Identify the latest e-commerce philosophies and practice based on Web 2.0, and Mobile Commerce

## 2. Project

Due: **Week 5**

Weighting: **30%**

Developing an E-Commerce Business Plan for an organisation

This is an individual assessment item

Proposal is due at the end of Week 2. Upload onto iLearn

Business Planning format is required for the project

Proof reading (spelling, grammar) is essential

References according to Harvard Referencing Style

Upload the final plan onto iLearn, 15 page report (inc. Table of Contents), plus references and appendix.

Late reports will attract a 10% penalty of the assignment mark for each day late

On successful completion you will be able to:

- Identify the concepts and approaches applied to e-commerce within organisations and Computer-Mediated Environments (CME's)
- Identify contemporary and emerging skills and capabilities required for E-Commerce in the digital age
- Identify the infrastructures that contribute to current and emerging E-Commerce frameworks, models and philosophy
- Identify the latest e-commerce philosophies and practice based on Web 2.0, and Mobile Commerce
- Explain the methodologies to explore and develop insights and strategic conversation on new and emerging e-commerce technologies, products and services

### 3. Final Examination

Due: **Examination period**

Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that:

- the product belongs to the student and
- the student has attained the knowledge and skills tested in the exam.

**In Session One 2014, the final exam will be an online open-book exam.**

You will be notified of the exam day and time by email and this will also be posted on the BUS800 iLearn site.

A practice online exam will be available for students to get familiar with the technology used in online exams.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. <http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University's policy on special consideration process is available at [http://www.mq.edu.au/policy/docs/special\\_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: <http://www.mq.edu.au/policy/docs/examination/policy.htm>

On successful completion you will be able to:

- Identify the concepts and approaches applied to e-commerce within organisations and Computer-Mediated Environments (CME's)
- Identify contemporary and emerging skills and capabilities required for E-Commerce in the digital age
- Identify the infrastructures that contribute to current and emerging E-Commerce frameworks, models and philosophy
- Identify the latest e-commerce philosophies and practice based on Web 2.0, and Mobile Commerce
- Explain the methodologies to explore and develop insights and strategic conversation on new and emerging e-commerce technologies, products and services

## **Delivery and Resources**

### **Changes to the Last Offering of this Unit in S2 /2013 include:**

This unit is now designed and delivered in 6 weeks. compared to 13 weeks. The final exam is open-book, not a closed book exam.

#### **Classes**

The on-line program is conducted through Macquarie University's e-Learning management platform (iLearn). When studying on-line, your computer/laptop/tablet is the classroom. iLearn is the platform where:

- you will interact and liase with the Lecturer and other students
- your assessment tasks will be completed and submitted on-line
- you conduct your final exam

Also, live online classes are held every week. Further details of these are posted on iLearn.

The full resources of Macquarie University including the MU Library are available to on-line students.

#### **Required and Recommended Texts and/or Materials**

There is no prescribed textbook for this course.

Reading material has been developed for this Unit and is set up as Hyperlinks within iLearn. Also latest articles can be found in iLearn.

Students are strongly encouraged to read widely in the E-Commerce area and to particularly use the World-Wide Web as a powerful source for research in this subject. Students should be aware that apart from the conventional business, IT and marketing journals, there are many online journals and websites

covering the latest developments in electronic marketing and electronic commerce.

A list of e-commerce Industry news websites and resources can be found on iLearn.

### **Technology Used and Required**

This unit:

- Uses iLearn
- Uses Blackboard Elluminate (e-Learning software) to conduct live online classes
- Uses 'normal' software that is on your PC or laptop (or is downloadable for free from the Web)
- Uses the normal web applications, standard programs and videos

If you are having troubles, please contact the Lecturer.

### **Unit Web Page**

The web page for this unit can be found at: <http://www.handbook.mq.edu.au/2014/Units/PGUnit/BUS800>

The course material is available on the learning management system (iLearn). The web page for this unit can be found at: <https://ilearn.mq.edu.au/login/MQ/>

### **Teaching and Learning Activities**

iLearn is the key e-learning platform for communication to students undertaking the online BUS800 E-Commerce Strategy course. You access iLearn via the Macquarie University website and log in using your student ID and password.

#### **The learning & teaching activities include:**

- Read and view the weekly learning materials (lecture material, video readings, articles)
- Participate in the weekly online class discussions
- Participate in the weekly live online sessions
- Research materials for the report and project
- Studying for the final exam

Learning & Teaching Activities	Learning Outcomes
Read and view the weekly learning materials	1,2,3,4,5

Participate in the weekly online class discussions	1,2,5
Participate in the weekly live online sessions	1,2,5
Research materials for the report and project	1,2,3,4,5
Studying for the final exam	1,2,3,4,5

**Assessment Items:**

- Presentation and Discussion on weekly case studies
- Developing an E-Commerce Business Plan
- Completing a Final exam

Communication with Students/Lecturer will be conducted online through iLearn. This includes:

- Posting messages
- Posting comments/discussion items
- Accessing lecture material, videos, articles
- Submitting Assignments
- Conducting the Final Exam
- Accessing Grades and Marks

A live online classroom will be held every week.

Details of the day and time will be forwarded to the students before Week 1 commences.

The Lecturer will post audio and video recordings on iLearn of all the lecture topics for downloading, listening and viewing.

## Unit Schedule

### BUS800 E-Commerce Strategy Schedule – Session One 2014

WEEK NO.	LECTURE TOPIC	LEARNING & TEACHING ACTIVITIES
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<p><b>Week 1</b></p>	<p>Introduction to E-Commerce and E-Marketplaces</p> <p><b>Developing and launching online businesses and E-Commerce projects</b></p>	<ul style="list-style-type: none"> <li>· Read and view the learning materials (lecture material, video readings, articles)</li> <li>· Participate in the online class discussion</li> <li>· Participate in the live online session</li> </ul>
<p><b>Week 2</b></p>	<p><b>E-Commerce Business Models</b></p> <p><b>B2C / B2B / C2C / Other E-Commerce Models</b></p> <p><b>PROPOSAL DUE</b></p>	<ul style="list-style-type: none"> <li>· Read and view the learning materials (lecture material, video readings, articles)</li> <li>· Participate in the live online session</li> <li>· Participate in the online class discussions</li> <li>· Submit report</li> <li>· Submit the project proposal</li> </ul>
<p><b>Week 3</b></p>	<p>Mobile Commerce</p> <p><b>Social Commerce</b></p>	<ul style="list-style-type: none"> <li>· Read and view the learning materials (lecture material, video readings, articles)</li> <li>· Participate in the live online session</li> <li>· Participate in the online class discussions</li> <li>· Submit report</li> </ul>
<p><b>Week 4</b></p>	<p><b>Key E-Commerce Support Areas:</b></p> <ul style="list-style-type: none"> <li>· <b>Security and Fraud</b></li> <li>· <b>Payment Systems</b></li> <li>· <b>Order Fulfillment</b></li> <li>· <b>Service and Support</b></li> </ul>	<ul style="list-style-type: none"> <li>· Read and view the learning materials (lecture material, video readings, articles)</li> <li>· Participate in the live online session</li> <li>· Participate in the online class discussions</li> <li>· Submit report</li> </ul>

<p><b>Week 5</b></p>	<p><b>Data Management / Platforms / Big Data</b></p> <p><b>Legal and Privacy Issues in E-Commerce</b></p> <p><b>PROJECT DUE</b></p>	<ul style="list-style-type: none"> <li>· Read and view the learning materials (lecture material, video readings, articles)</li> <li>· Participate in the live online session</li> <li>· Participate in the online class discussions</li> <li>· Submit the project</li> </ul>
<p><b>Week 6</b></p>	<p><b>Course Review and Exam Preparation</b></p>	<ul style="list-style-type: none"> <li>· Read and view the learning materials (lecture material, video readings, articles)</li> <li>· Participate in the live online session</li> </ul>

## Learning and Teaching Activities

### Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

### Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

### Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

### Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

## Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

### Research and Practise:

This unit uses research from external sources.

This unit gives you practice in applying research findings in your assignments.

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)

- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

#### Learning outcomes

- Identify the concepts and approaches applied to e-commerce within organisations and Computer-Mediated Environments (CME's)
- Identify contemporary and emerging skills and capabilities required for E-Commerce in the digital age
- Identify the infrastructures that contribute to current and emerging E-Commerce frameworks, models and philosophy
- Identify the latest e-commerce philosophies and practice based on Web 2.0, and Mobile Commerce
- Explain the methodologies to explore and develop insights and strategic conversation on new and emerging e-commerce technologies, products and services

#### Assessment tasks

- 1. Report & Participation

- 2. Project
- 3. Final Examination

## PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

### Learning outcomes

- Identify the concepts and approaches applied to e-commerce within organisations and Computer-Mediated Environments (CME's)
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### Assessment tasks

- 1. Report & Participation
- 2. Project

## PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

### Learning outcomes

- Identify the concepts and approaches applied to e-commerce within organisations and Computer-Mediated Environments (CME's)
- Explain the methodologies to explore and develop insights and strategic conversation on new and emerging e-commerce technologies, products and services

## Assessment tasks

- 1. Report & Participation
- 2. Project

## Research and Practice

This unit gives you practice in applying research findings in your assignments and projects.

This unit gives you opportunities to conduct your own research and apply it in your assessment items.

## Studying Intensive Mode

### Intensive Mode

A 6 week week online course which offers flexibility and relevance to your future business career. You can learn with other students using digital technologies at any time, anywhere.

#### The course

The most interesting part of the BUS800 course is that it is designed and delivered using the latest online learning technologies, and you are participating in activities with other students. Also, the content is updated every semester, which reflects the ongoing developing of this topic. From past students' comments, learning online is far more active, when compared to the traditional classroom setting. The online live sessions will provide you with the latest materials, discussions, and case studies, so you will be well-equipped to apply this knowledge in your chosen career.

## An intense experience for students

- The unit will be intense as 13 weeks' work is covered in half the time.
- It's important to "hit the ground running" and start working on assignments today.

## An intense experience for staff

The unit will also be intense for the teaching staff

## We're in this together

- "We are in this together"
- The teaching staff will be matching the effort and enthusiasm you put into the unit.

## We can do it!

I'm confident in your ability and commitment to successfully completing the unit. The teaching staff are here to help you to complete the unit successfully!