MGNT832

e-Business Strategy

Term 2 North Ryde 2019

Department of Management

Contents

General Information

Unit convenor and teaching staff
Unit Convenor and Lecturer
John Edwards
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Contact via email
4ER 223
Monday 4pm to 6pm

Credit points
4

Prerequisites
32cp including (MGNT602 or MGNT812)

Corequisites

Co-badged status

Unit description
The widespread integration of information and communication technology (ICT) throughout society and the increasing consumer reliance on the internet has created new ways of communicating, disseminating information, and organising and conducting business. These new technologies have changed the basic economics of goods/services around the world and are causing organisations to continuously re-examine established business models, principles and practices. This unit will develop your ability to assimilate technological change and to understand the key challenges firms face in a digital economy. Above all else, the unit explores the major issues firms must consider when incorporating the internet into their strategy.

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 and explain, to specialist and non-specialist audiences, the technologies and communications infrastructure used in e-Business

Assess and critically reflect on the impact of e-Business on business models and

strategies

Independently research and apply theoretical and practical knowledge to solve business problems in an e-business environment

Demonstrate in-depth knowledge of the legal, social and ethical aspects of e-Business

Work independently and collaboratively to research, analyse, make recommendations and implement action plans for e-Businesses working in complex business settings.

Assessment Tasks

Name	Weighting	Hurdle	Due
1. Seminar Topic	20%	No	Weekly
2. Assignment	40%	No	Week 10
3. Final Examination	40%	No	10-15 June 2019

1. Seminar Topic

Due: **Weekly**
Weighting: **20%**

All students will research, create and deliver a presentation based on a based on an e-Business topic. The presentation time will be 20 minutes.

In Week 1, students will be provided with one (1) seminar topic (relating to e-Business) and a number of questions which need to be researched and answered.

This assignment allows students to develop their research skills, along with critical, analytical and integrative thinking; and to develop their written communication skills.

The seminar topics and questions, assessment criteria and information guide, marking rubrics, are posted on iLearn.

Scholarly work is essential for deep analysis, but reputable professional /Industry reports/ marketing media / journalistic coverage of the seminar topic must also be included. At least three peer reviewed articles and six reputable industry reports need to be used for this seminar topic presentation.

Submission:

Upload the seminar topic presentation onto Turnitin on iLearn. No more than 20 slides. A separate References Page is to be provided to the Lecturer, at the start of the presentation.

Late Submission:

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for

cases in which an application for special consideration is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

- Identify and explain, to specialist and non-specialist audiences, the technologies and communications infrastructure used in e-Business
- Assess and critically reflect on the impact of e-Business on business models and strategies
- Independently research and apply theoretical and practical knowledge to solve business problems in an e-business environment
- Demonstrate in-depth knowledge of the legal, social and ethical aspects of e-Business
- Work independently and collaboratively to research, analyse, make recommendations and implement action plans for e-Businesses working in complex business settings.

2. Assignment

Due: **Week 10**
Weighting: **40%**

E-Business Strategy Plan

This group assignment is divided into 2 parts:

1. Written report (20%) - assessed as group work.

2. Presentation (20%) - assessed as individual work.

Purpose

This assignment requires your group to apply the learning from Weeks 1-9 in the development of an e-Business plan, for an actual organisation. You may work on an organisation of your choice, but you must ensure that you have access to the information required to develop an e-business strategy. Please consult with your Lecturer about the appropriateness of this choice.

The context for the assignment is that you have been asked to develop and recommend an e-business strategy that the organisation's CEO and the marketing/IT teams should implement, to achieve corporate objectives. You will need to identify the organisation's corporate objectives as part of the assignment. To make an appropriate recommendation, you must understand and analyse the current industry, market and competition.

Submissions:

When completed upload the project report and presentation onto Turnitin on iLearn, in Week 10. The maximum number of words is 3,000 (this includes the Table of Contents but excludes references and appendix). The plan is to be typed and 1.5 spaced (a standard 12 point font should be used). References made in the plan need to be made according to Harvard Referencing method. Students are expected to maintain an appropriate standard in writing their

plan. It should be checked for spelling, consistency and clarity of expression**.**

The project report and presentation assessment criteria and information guide, marking rubrics, are posted on iLearn.

Project Presentations will be conducted in the Week 10 Class.

Late Submissions:

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

- Identify and explain, to specialist and non-specialist audiences, the technologies and communications infrastructure used in e-Business
- Assess and critically reflect on the impact of e-Business on business models and strategies
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- Demonstrate in-depth knowledge of the legal, social and ethical aspects of e-Business
- Work independently and collaboratively to research, analyse, make recommendations and implement action plans for e-Businesses working in complex business settings.

3. Final Examination

Due: **10-15 June 2019**
Weighting: **40%**

A final examination is included as an individual 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.

The final exam is a 2 hour closed book exam, held in the University exam period.

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

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

Please read more details on iLearn.

On successful completion you will be able to:

- Identify and explain, to specialist and non-specialist audiences, the technologies and communications infrastructure used in e-Business
- Assess and critically reflect on the impact of e-Business on business models and strategies
- Independently research and apply theoretical and practical knowledge to solve business problems in an e-business environment

Delivery and Resources

Classes

Weekly classes are scheduled on Monday 6pm to 10pm.

Required and Recommended Texts and/or Materials

There is no prescribed textbook for this course.

Reading material and the latest articles has been developed for this unit and are set up as hyperlinks within iLearn.

Students are strongly encouraged to read widely in the E-Business 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 E-business and digital marketing.

A list of e-business industry news websites and resources can be found on iLearn.

Technology Used and Required

This unit:

• Uses iLearn

• Uses 'normal' software that is on your laptop or tablet (or is downloadable for free from the Web)

• Uses the normal web applications, standard programs and videos.

Unit Web Page

The web page for this unit can be found at:

https://ilearn.mq.edu.au/login/index.php

The course material is available on the iLearn platform.

Macquarie University Timetable

The web page for the timetable can be found at: http://students.mq.edu.au/student_admin/timetables

Teaching and Learning Activities

iLearn is the key e-learning platform for communication to students undertaking this unit.

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, videos, readings, links to articles) and participate in the weekly class discussions.

• Research materials for the seminar topic report/ presentation and project.

• Studying for the final exam

Learning & Teaching Activities	Learning Outcomes
Read and view the weekly learning materials	1,2,3,4,5
Research materials for the report and project	1,2,3,4,5
Studying for the final exam	1,2,3,4

Assessment Items

1. Seminar Topic: Presentation and Report

2. Assignment. Developing an E-Business Plan for an organisation

3. Final Exam

Note: To successfully complete this unit, students must:

- Achieve a minimum of 50%.
- Complete all assessment items (including making a satisfactory contribution to group work).

Unit Schedule

Unit Schedule – Session One 2019

Week 1	Introduction to E-Business and Course Overview.
	Seminar Topics Allocation and Project Briefing.
	Readings:
	DeMatas, D, (2018) *5 Types of Ecommerce Business Models that Work Right Now.* Ecommerce CEO. 8 August 2018.
	Additional Readings
	Ellis-Chadwick, F. (2010, February 25). E-marketing strategy [Video file]. In *The Business & Management Collection, Henry Stewart Talks*. Retrieved August 23, 2018, from https://hstalks.com/bm/1649/.

Week 2	**E-Business and Revenue Models for B2C firms.** **Readings:** * Wong, K. (2018). *Top 5 Trends Driving E-Commerce*. Forbes. June 2018. **Additional Readings** * Carmichael, S.G (2016). *How Digital Business Models are Changing*. Harvard Business Review, July 2016 * Channel Advisor (2015). A Globetrotters Guide to selling internationally. * Petro, G (2016). Amazon vs Walmart: Clash of the Titans. Forbes. 25 August 2016. * Teixeira, T. Gupta, S. (2015). Case Study. Can retailers win back shoppers who browse then buy online. Harvard Business Review. September, 2015.
Week 3	**E- Business and Revenue Models for B2B firms and other E-Business Models** **Readings** * Ryan, J. (2018). *B2B Ecommerce 2018. Transforming Buying and Selling. eMarketer*. March 2018. **Additional Readings** * Clark, D. (2016). *Alibaba: The House That Jack Ma Built*. 1st ed. New York: Harper Collins, pp.70, 71, 148, 181 * Columbus, L. (2016). Predicting The Future Of B2B E-Commerce. Forbes. 12 September 2016. * Zeng, M. (2018). *Alibaba and the Future of Business*. Harvard Business Review. Sept. 2018 issue. **Seminar Topic Presentations commence.**
Week 4	**Technology Infrastructure / Blockchain Technology.** **Readings** * Newman, D. (2018). Five Internet of Things (IoT) Predictions for 2019. Forbes. 31 July 2018. * Petrock, V. (2018). Virtual and Augmented Reality Marketing report. EMarketer.com. 1 October 2018. **Additional Readings** * Angeles, S. (2016). "Best e-Commerce Software 2017." Business News Daily, August 24, 2016. * Arthur, R. (2016). "Future of Retail: Artificial Intelligence and Virtual Reality have Big Roles to Play." Forbes, June 15, 2016. * Brady, P. (2016). This new app uses artificial intelligence to plan your trip. Traveler. 12 May 2016. * Chandra, M. and Darbe, A. (2016). Artificial Intelligence: The next Big Thing in supply chain management. The Financial Express. 26 July 2016. * Columbus, L. (2016). Roundup of Internet of Things Forecasts and Market Estimates. Forbes. 27 November 2016. * Gazdecki, A. (2017). 9 Mobile Technology Trends for 2017. BiznessApps.com * Icon Group (2017). The 2018-2023 World Outlook for Enterprise Mobility Management. Icon Group International. * Muchmore, M. (2018). The best website builders of 2018. PC Magazine. 10 November 2018. * Roberts, D. (2016). How big banks are paying lip service to the Blockchain. Yahoo! Finance. 17 February 2016. * Salz, P. A., & Moranz, J. (2013). The everything guide to mobile apps: A practical guide to affordable mobile app development for your business. Avon, Mass.: Adams Media. * Schrack, M. (2016). Augmented Reality: The best examples and Activations. Sanborn Agency. 27 October, 2016. **Seminar Topic Presentations**

Week 5	**Cyber Security and Mobile and Electronic Payments**
	Readings
	* Hochstein, M. (2016). "Why Bitcoin Matters to Banks. American Banker. 11 May 2016.
	* Olavsrud, T. (2016). 9 Biggest Information Security Threats through to 2018. CIP. 22 March 2016.
	* Wang, H. (2016). 'Alipay Takes On Apple Pay And PayPal On ?eir Home Turf', Forbes, 30 October 2016.
	Seminar Topic Presentations
Week 6	**Digital Marketing and Advertising**
	Readings:
	* Ashman, R. (2015). Introduction to digital marketing and social media [Video file]. The Business & Management Collection, Henry Stewart Talks. Retrieved August 23, 2018, from https://hstalks.com/bm/3020/
	* Duermyer, R. (2018). "Search Engine Optimization Tutorial." The Balance, 8 April, 2018.
	* Hanford, J. (2016). Why email marketing is essential for Business. 7 March 2016.
	* Lin, H., Li, H. Wang, Y. (2015). Permission-Based E-Mail Marketing Websites Success: *Journal of Global Information Management* 23(2):1-23 · April 2015
	* Meer, H. (2016). "Six Steps for Creating a Viral Marketing Campaign." SEO Site Checkup. 24 March, 2016.
	* Popper, B. (2016). How Netflix Completely Revamped Recommendations for Its New Global. The Verge. 17 February 2016.
	* Raimond, Y. Basilico. J. (2016). Recommendations for the World. Netflix Tech Blog. February 17, 2016.
	* Williams. A. (2017). SEO 2017 & Beyond: A Complete SEO Strategy - Dominate the Search Engines! CreateSpace Independent Publishing Platform.
	Seminar Topic Presentations
Week 7	**Social Media / Commerce**
	Readings - Social Media/ Commerce
	* Bloomberg, J. (2015). Reputation Management With Digital And Social Media. Forbes. 29 January 2015.
	* Carranza A. (2015). 7 Industries That Benefit Most from Social Media. Social Media Today. 16 June 2015.
	* Driver, S. (2018). Social Media for Business: A Marketers Guide. Business News Daily. 15 October 2018.
	* LePage, E. (2016). How to create a social media marketing plan in 6 steps. Hootsuite. 4 August 2016.
	* Oaks J (2016) GoPro and 3 other brands that understand the importance of social media integration. Social Media today. 13 January 2016.
	Seminar Topic Presentations
Week 8	**Mobile Marketing / Commerce**
	Readings - Mobile Marketing / Commerce
	* Allen, R. (2015). 7 examples of effective mobile marketing campaigns. Smart Insights. 29 April 2016.
	* Meola, A. "The Rise of M-Commerce: Mobile Shopping Stats & Trends." Business Insider, 21 December 2016.
	* Wong, J. (2016). A Step-By-Step Guide to Setting Up a Mobile Marketing Campaign. Convince and Convert.
	Seminar Topic Presentations

Week 9	**Analytics / Big Data and Data Management Platforms**
	Readings
	* Alhlou,F. Asif, S., Fettman, E. (2016). Google analytics breakthrough : from zero to business impact. Hoboken, New Jersey, Wiley, 2016.
	* Batrinca, B; Treleaven, PC; (2015) Social media analytics: a survey of Techniques, Tools and Platforms. AI and Society. 26 July 2014.
	* Emergent Digital (2017). The beginners guide to Web Analytics.
	* Khan G. F., (2015), Seven layers of social media analytics: Mining business insights from social media text, actions, networks, hyperlinks, apps, search engine, and location data, CreateSpace Independent Publishing Platform.
	Seminar Topic Presentations
Week 10	Group Project Presentations
	Course Review and Final Exam brief.
	Project (Report and Presentation) due.

* Readings and activities for all the weekly topics are posted on iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

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) 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

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources 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 and explain, to specialist and non-specialist audiences, the technologies and communications infrastructure used in e-Business
- Assess and critically reflect on the impact of e-Business on business models and strategies
- Independently research and apply theoretical and practical knowledge to solve business problems in an e-business environment
- Demonstrate in-depth knowledge of the legal, social and ethical aspects of e-Business
- Work independently and collaboratively to research, analyse, make recommendations and implement action plans for e-Businesses working in complex business settings.

Assessment tasks

- 1. Seminar Topic
- 2. Assignment
- 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 and explain, to specialist and non-specialist audiences, the technologies and communications infrastructure used in e-Business
- Assess and critically reflect on the impact of e-Business on business models and strategies
- Independently research and apply theoretical and practical knowledge to solve business

problems in an e-business environment

- Demonstrate in-depth knowledge of the legal, social and ethical aspects of e-Business

- Work independently and collaboratively to research, analyse, make recommendations and implement action plans for e-Businesses working in complex business settings.

Assessment tasks

- 1. Seminar Topic

- 2. Assignment

- 3. Final Examination

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 and explain, to specialist and non-specialist audiences, the technologies and communications infrastructure used in e-Business

- Assess and critically reflect on the impact of e-Business on business models and strategies

- Independently research and apply theoretical and practical knowledge to solve business problems in an e-business environment

- Demonstrate in-depth knowledge of the legal, social and ethical aspects of e-Business

- Work independently and collaboratively to research, analyse, make recommendations and implement action plans for e-Businesses working in complex business settings.

Assessment tasks

- 1. Seminar Topic

- 2. Assignment

- 3. Final Examination

PG - 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.

This graduate capability is supported by:

Learning outcomes

- Identify and explain, to specialist and non-specialist audiences, the technologies and communications infrastructure used in e-Business
- Assess and critically reflect on the impact of e-Business on business models and strategies
- Demonstrate in-depth knowledge of the legal, social and ethical aspects of e-Business
- Work independently and collaboratively to research, analyse, make recommendations and implement action plans for e-Businesses working in complex business settings.

Assessment tasks

- 1. Seminar Topic
- 2. Assignment
- 3. Final Examination

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcome

- Demonstrate in-depth knowledge of the legal, social and ethical aspects of e-Business

Changes from Previous Offering

This is the first time this unit has been offered.

Global Contexts and Sustainability

This unit prepares students for a globalised world of scientific and technological advance. In this unit, students will learn about the dynamic world of digital marketing. They will develop knowledge and understanding of the fundamentals of e-business marketing principles, which they can implement to support the strategy, desired goal and sustainable growth for both organisations and society at large.

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.