



MGMT8032

e-Business Strategy

Session 1, Weekday attendance, North Ryde 2020

Department of Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	3
<u>Unit Schedule</u>	3
<u>Policies and Procedures</u>	4

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General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

John Edwards

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Credit points

10

Prerequisites

40cp at 8000 level including (MGNT812 or MGMT8012)

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:

ULO1: Analyse key theories and concepts in e-Business.

ULO2: Critically reflect on the impact of e-Business on business models and strategies.

ULO3: Work independently and collaboratively to research and apply theoretical and practical knowledge to solve business problems in an e-business environment.

ULO4: Develop and professionally communicate a coherent e-Business strategy and e-Business plan.

Assessment Tasks

Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult [iLearn](#) for revised unit information.

Find out more about the [Coronavirus \(COVID-19\) and potential impacts on staff and students](#)

Delivery and Resources

Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Required Textbook	Laudon, K.C. & Traver, C. G. (2019). E-Commerce: Business, Technology and Society, 15th Edition. Pearson.
Unit Web Page	The web page for this unit can be found at: https://ilearn.mq.edu.au
Technology Used and Required	Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au). iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.
Delivery Format and Other Details	<ul style="list-style-type: none"> Number and length of classes: One three-hour seminar class per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s) The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Recommended Readings	Recommended Readings are provided via the links on the iLearn Unit page
Inherent Requirements	

Unit Schedule

Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult [iLearn](#) for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Lecture Week	Lecture Topic
1	Introduction to e-Business
2	E-Business Planning: Strategy to implementation
3	E-Business Models
4	E-Business Infrastructure
5	E-Business Eco-Systems
6	E-Business Marketing
7	Social and Mobile Commerce
8	Security in E-Business
9	Electronic Payments / Order fulfillment / Logistics / Customer Service
10	E-Business Operations and Implementation
11	Financial Issues in E-Business
12	Legal issues in E-Business
13	E-Business Project Presentations

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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.*)

Students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](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 \(http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](http://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

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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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.