BUS 800

Electronic Commerce Strategy

S1 Evening 2018

Archive (Pre-2019) - Dept of Marketing and Management

Contents

General Information

Unit convenor and teaching staff
Unit Convenor and Lecturer
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Thursday 4pm to 6pm

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Credit points
4

Prerequisites
BUS651 or MKTG696

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 and demonstrate 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

Demonstrate commitment to achieving teamwork tasks

Assessment Tasks

Name	Weighting	Hurdle	Due
1. Seminar Topic	30%	No	Weekly
2. Assignment	30%	No	Week 12
3. Final Examination	40%	No	Exam Period

1. Seminar Topic

Due: **Weekly**
Weighting: **30%**

This assessment is divided into 2 parts:

1. Written report (15%) - assessed as individual work.

2. Presentation (15%) - assessed as group performance.

This is an weekly assignment starting in Week 4.

In Week 1, students for form into teams and be provided with one (1) seminar topic and a number of questions which need to be researched and answered. Students will be allocated the week the assignment is due in Week 1.

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, will be 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 three industry reports need to be used for this seminar topic report.

Submission:

When completed upload the seminar topic report and presentation onto Turnitin on iLearn.The report's maximum number of words is 3000 (this includes the Table of Contents but excludes

references and appendix). The report is to be typed and 1.5 spaced (a standard 12 point font should be used). References made in the report need to be made according to Harvard Referencing Method. Students are expected to maintain an appropriate standard in writing their report. It should be checked for spelling, consistency and clarity of expression**.**

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.

Please read more details on the assessment item on iLearn.

On successful completion you will be able to:
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2. Assignment

Due: **Week 12**
Weighting: **30%**

E-Commerce Strategy Plan

This group assignment is divided into 2 parts:

1. Written report (15%) - assessed as group work.

2. Presentation (15%) - assessed as individual performance.

Purpose

This assignment requires your group to apply the learning from Weeks 1-10 in the development of an e-commerce 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-commerce 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 a e-commerce strategy that the organisation's CEO and the marketing/IT team 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 the current market and competition, and conduct segmentation and buyer behaviour analyses.

Instructions

You may use relevant publicly-available information (e.g. library databases, search-engine searches (e.g., Google, Yahoo, Baidu) about the organisation to formulate an e-commerce plan.

Project content

Your project should address the three components below.

No 1: Organisation and environmental analysis (20% of assignment marks)

For your chosen organisation/offering, present SWOT and the 7Cs framework, to identify relevant business and e-commerce issues facing the organisation. Critique the organisation's existing value proposition.

By addressing this issue, you will be demonstrating that you have interpreted the data and drawn conclusions about what is good about what the management of the chosen organisation/offering are currently doing, and what could be done more effectively. This issue should give you some ideas about how to frame the next two issues.

No 2: Developing an e-commerce strategy (40% of assignment marks)

Based on the market analyses in Issue 1,

- outline potential and actual market that is available to the chosen organisation
- recommend and justify the type of e-commerce business model
- identify key segments and target markets
- develop a value proposition.

No 3: Developing action plans (40% of assignment marks)

Recommend and justify a detailed plan to support the marketing strategy described in Issue 2. That is; explore the key support areas: Security, payment methods; Order fulfilment; customer service. Also detail the role of digital marketing; social commerce and mobile marketing in your plan. Finally, the legal and privacy area needs to be acknowledged in your plan.

Submissions:

When completed upload the project report and presentation onto Turnitin on iLearn, in Week 12. The maximum number of pages is 15 (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.

Project Presentations will be conducted in the Week 12 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.

Please read more details and information on iLearn.

On successful completion you will be able to:
- Identify and demonstrate 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
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- Demonstrate commitment to achieving teamwork tasks

3. Final Examination

Due: **Exam Period**
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 BUS800 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:
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Delivery and Resources

Classes

Weekly classes are scheduled on Thursday 6pm to 9pm. Venue: 6 Eastern Road - 314 Tutorial Room.

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-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 '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.

If you are having any issues, please contact the Lecturer.

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 BUS800 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 the BUS800 E-Commerce Strategy 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
Research materials for the report and project	1,2,3,4
Studying for the final exam	1,2,3

Assessment Items

1. Seminar Topic: Presentation and Report

2. Assignment. Developing an E-Commerce 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

BUS800 E-Commerce Strategy Schedule – Session One 2018

WEEK NO.	LECTURE TOPIC	
Week 1	Introduction to E-Commerce and E-Marketplaces	
Week 2	Developing and launching online businesses and E-Commerce projects	
Week 3	E-Commerce Business Models Business to Consumer (e-tailing)	
Week 4	E-Commerce Business Models Business to Business (B2B); C2C; C2B; O2O, and other E-Commerce Models	

Week 5	Mobile Commerce	
Week 6	Social Commerce	
Week 7	Digital Marketing and Advertising	
	Session 2 recess - 2 weeks	
Week 8	Cyber Security	
Week 9	Electronic Payment Methods	
Week 10	Online Fulfilment and Logistics / Customer Support and Service	
Week 11	Big Data / Data Management Platforms	
Week 12	Group Project Presentations	
Week 13	Course Review and Exam Brief	

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/p

olicy-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 shown in *iLearn*, 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.

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

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 demonstrate 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
- Demonstrate commitment to achieving teamwork tasks

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 demonstrate the concepts and approaches applied to e-commerce within organisations and Computer-Mediated Environments (CME's)
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- Identify the infrastructures that contribute to current and emerging E-Commerce frameworks, models and philosophy
- Demonstrate commitment to achieving teamwork tasks

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

- 1. Seminar Topic
- 2. Assignment

Changes from Previous Offering

Changes to the Last Offering of this Unit in S1 /2017 include:

There are no major changes.

The content is continually updated, reflecting the dynamic nature of this course.

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 opportunties to conduct your own research and apply it in your assessment items.