MGMT200
Management and Electronic Business

SUBJECT OUTLINE
Wollongong Campus
Autumn 2007

6 Credit Points

FRIDAY, 9:30-11:30
Building 20 Room 4

SUBJECT COORDINATOR : Associate Professor Sam Garrett-Jones
TELEPHONE : 4221 4359
EMAIL : sgarrett@uow.edu.au
OFFICE : 40.G12a
CONSULTATION TIMES : Tuesday 14.30-16.30; Friday 14.30-16.30
Subject Description

This subject identifies key management issues arising from the use of e-commerce in organisations and across organisations and in different industry sectors. It examines how e-commerce affects areas such as information and knowledge management, decision making, teamwork, communication internal processes and culture, and relationships with supply chains, customers, government and society. It considers the managerial choices and strategies arising from technological and organisational change related to electronic business.

Subject Objectives

Upon satisfactory completion of this subject you will be able to:
1. Appreciate the role of e-commerce/electronic business in today's economy, the risks and opportunities associated with it, and its potential for the future.
2. Understand the impact of e-commerce across areas such as information and knowledge management, teamwork, supply chain management, marketing and customer relations.
3. Identify different types of e-commerce and the strategies, stakeholders, technological managerial and regulatory issues that are relevant to each.
4. Understand the processes involved in establishing and maintaining a business enterprise based on e-commerce.

Tertiary Literacies

In the achievement of these learning objectives, the following tertiary literacies are regarded as central to the subject:
1. A commitment to continued and independent learning, intellectual development, critical analysis and creativity
2. Self-confidence combined with oral and written communication skills of a high level.
3. A desire to continually seek improved solutions and to initiate, and participate in organizational social change.
4. Development of a command of existing knowledge in a chosen discipline, appropriate ethical standards, and where appropriate, defined professional skills.
5. A capacity for, and understanding of, teamwork.

Required Texts


This textbook is available online from the University Bookshop at
http://unishop.uow.edu.au/bookweb_search/subject.cgi?subject=mgmt20001
(UniShop price: $87.95 – member discount and rebate may apply)

The text has an associated web site, with many useful resources including self-test quizzes, case studies and updates: www.prenhall.com/turban

Recommended Reading

These texts are particularly useful, but you don’t have to buy them. The UOW Library call number is shown where available. Most are also available in the Commerce Study Centre 40.G13 or through E-readings. Additional resources may be advised during the session.


This is not an exhaustive list of references. Students should also use the library catalogue and databases to locate additional resources.
Video Resources

(1999). *The web story tomorrow* [videorecording]. Milton Keynes, Open University; Educational Media Australia [distributor], 004.678/23

(1999). *Nerds 2.0.1* [videorecording]: a brief history of the Internet / written by Robert X. Cringely, John Gau and Steven Segaller; produced and directed by Steven Segaller. 004.678/52


Online resources

Access to the UOW eLearning (WebCT Vista) website for MGMT200 is **required** in order to complete the assessments for the subject. Consult the subject coordinator if you lack access.

You should find the following external websites useful. Each of these will point you to more online resources.


http://www.wilsonweb.com/commerce/  - An ‘e-commerce treasure trove’ of information. Useful but narrowly focussed on e-marketing (you don’t have to subscribe to the e-mail newsletter to gain access).
### SECTION A: General Information

#### Lecture Times
Lectures will be held on  **Friday  9:30AM-11:30AM**  Building 20  Room 4

#### Lecture Program

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Topics Covered</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 Mar 07</td>
<td><strong>Introduction 1:</strong>&lt;br&gt;Emergency Evacuation Procedures.&lt;br&gt;Structure of subject and assessment.&lt;br&gt;Introduction to the management of electronic business.&lt;br&gt;What is e-business? Concepts and definitions.&lt;br&gt;Types of e-commerce.&lt;br&gt;Management issues and challenges.</td>
<td>Turban, Chapter 1: Overview of Electronic Commerce&lt;br&gt;Video: <em>Exploring E-Commerce</em> (2000)</td>
</tr>
<tr>
<td>3</td>
<td>16 Mar 07</td>
<td><strong>Electronic retailing (B2C) 1:</strong>&lt;br&gt;Benefits of on-line selling.&lt;br&gt;E-retailing (‘e-tailing’) and traditional retailing.&lt;br&gt;Internet advertising.&lt;br&gt;E-commerce in specific products and services.</td>
<td>Turban, Chapter 3: Retailing in Electronic Commerce: Products and Services&lt;br&gt;Video: (2000). Greengrocer.com.au - <em>E-commerce in action.</em></td>
</tr>
<tr>
<td>Wk</td>
<td>Date</td>
<td>Topics Covered</td>
<td>Readings</td>
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<tr>
<td>5</td>
<td>30 Mar 07</td>
<td><strong>Business-to-business (B2B) e-commerce 1:</strong></td>
<td>Turban, Chapter 5: <em>B2B-Commerce: Selling and Buying in Private E-Markets</em></td>
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<tr>
<td></td>
<td></td>
<td>Case Studies: Dell Computer; BHP Steel Division</td>
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<td></td>
<td></td>
<td><em>(Mid-Session EXAM in <strong>FRIDAY</strong> tutorial)</em></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>6 Apr 07</td>
<td>Public Holiday - Good Friday</td>
<td>Turban, Chapter 7: <em>E-Supply Chains, Collaborative Commerce, Intrabusiness EC, and Corporate Portals</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td>NO LECTURE</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td><em>(Mid-Session EXAM in <strong>TUESDAY</strong> tutorial)</em></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>20 Apr 07</td>
<td><strong>E-commerce within organisations and communities</strong></td>
<td>Turban, Chapter 8: <em>Innovative EC Systems: from E-Government and E-Learning to C2C</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The internet and new forms of interaction.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Peer-to-peer (P2P/C2C) e-business.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Challenges to the ownership of expertise and intellectual property.</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>27 Apr 07</td>
<td><strong>E-business strategy</strong></td>
<td>Chapter 14: <em>E-Commerce Strategy and Global EC</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adoption of e-business by ‘bricks and mortar’ firms</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Benefits and challenges of e-business to small firms.</td>
<td></td>
</tr>
<tr>
<td>Wk</td>
<td>Date</td>
<td>Topics Covered</td>
<td>Readings</td>
</tr>
<tr>
<td>----</td>
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<td>-------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>10</td>
<td>11 May 07</td>
<td><strong>E-business and society 1:</strong>&lt;br&gt;Legal, regulatory and policy issues.&lt;br&gt;Security, fraud, spam, privacy and trust: business and government responses.&lt;br&gt;Intellectual property protection.</td>
<td>Turban, Chapter 17: <em>Legal, Ethical, and Societal Impacts of EC</em> (parts 17.1-17.4, 17.6)</td>
</tr>
<tr>
<td>12</td>
<td>25 May 07</td>
<td><strong>E-business and society 2:</strong>&lt;br&gt;Equity and the digital divide.&lt;br&gt;Virtual communities: social use of the Internet and its significance for e-business.&lt;br&gt;The future of e-business.</td>
<td>Turban, Chapter 17: <em>Legal, Ethical, and Societal Impacts of EC</em> (parts 17.7-17.9)&lt;br&gt;Turban, Chapter 9: <em>Mobile Commerce and Pervasive Computing</em></td>
</tr>
<tr>
<td>13</td>
<td>1 Jun 07</td>
<td><strong>Revision and review</strong>&lt;br&gt;Final Exam Briefing.&lt;br&gt;Subject assessment.</td>
<td>Review readings</td>
</tr>
<tr>
<td>13</td>
<td>4 Jun 07</td>
<td><strong>Study recess – 1 week</strong></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>9 Jun 07</td>
<td><strong>Examinations until 22 Jun 07</strong></td>
<td></td>
</tr>
</tbody>
</table>

This schedule may be subject to change.
### Tutorial Timetable

<table>
<thead>
<tr>
<th>Day</th>
<th>Start</th>
<th>Finish</th>
<th>WEEKS 2, 3, 4; 5 (Friday only), 6 (Tuesday only); 8, 9 Room</th>
<th>WEEKS 10,11,12 Room</th>
<th>Tutors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>10:30</td>
<td>11:30</td>
<td>Computer Lab Tobruk 40.232</td>
<td>67.102</td>
<td>TBA</td>
</tr>
<tr>
<td>Tuesday</td>
<td>11:30</td>
<td>12:30</td>
<td>Computer Lab Tobruk 40.232</td>
<td>67.201</td>
<td>TBA</td>
</tr>
<tr>
<td>Tuesday</td>
<td>13:30</td>
<td>14:30</td>
<td>Computer Lab Tobruk 40.232</td>
<td>3.123</td>
<td>TBA</td>
</tr>
<tr>
<td>Friday</td>
<td>11:30</td>
<td>12:30</td>
<td>Computer Lab Tobruk 40.232</td>
<td>40.124</td>
<td>TBA</td>
</tr>
<tr>
<td>Friday</td>
<td>12:30</td>
<td>13:30</td>
<td>Computer Lab Tobruk 40.232</td>
<td>19.G024</td>
<td>TBA</td>
</tr>
<tr>
<td>Friday</td>
<td>13:30</td>
<td>14:30</td>
<td>Computer Lab Tobruk 40.232</td>
<td>19.G005</td>
<td>TBA</td>
</tr>
</tbody>
</table>

This timetable may be subject to change.

### Tutorial Schedule

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Tutorial questions and activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>26/02/07</td>
<td>No formal tutorials. Subject coordinator and tutor(s) will be available for consultation</td>
</tr>
<tr>
<td>2</td>
<td>05/03/07</td>
<td>Computer Lab – Worksheet 1: Introduction to the management of e-business</td>
</tr>
<tr>
<td>3</td>
<td>12/03/07</td>
<td>Computer Lab – Worksheet 2: Buying products online</td>
</tr>
<tr>
<td>4</td>
<td>19/03/07</td>
<td>Computer Lab – Worksheet 3: CRM and website design</td>
</tr>
<tr>
<td>5</td>
<td>26/03/07</td>
<td><strong>Mid-session exam: 30 March 2007 (FRIDAY tutorials only)</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>NO tutorials on TUESDAY</strong> – Lab will be available (unsupervised) for catch-up or research work</td>
</tr>
<tr>
<td>6</td>
<td>02/04/07</td>
<td><strong>Mid-session exam: 3 April 2007 (TUESDAY tutorials only)</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>NO tutorials on FRIDAY</strong> (Good Friday 6th April)</td>
</tr>
<tr>
<td>7</td>
<td>09/04/07</td>
<td>Mid-Session recess – 1 week</td>
</tr>
<tr>
<td>Wk</td>
<td>Date</td>
<td>Tutorial questions and activities</td>
</tr>
<tr>
<td>----</td>
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<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>7</td>
<td>16/04/07</td>
<td><strong>Reading week – NO TUTORIALS</strong></td>
</tr>
<tr>
<td>8</td>
<td>23/04/07</td>
<td>Computer Lab – Worksheet 4: B2B and supply chain management online; e-government (G2C, C2G) <strong>Assessment 1 Due – Short Essay</strong></td>
</tr>
<tr>
<td>9</td>
<td>30/04/07</td>
<td>Computer Lab – Worksheet 5: Regulation, security and fraud, P2P e-commerce</td>
</tr>
<tr>
<td>10</td>
<td>07/05/07</td>
<td><strong>Assessment 2 Due – Group presentations 1</strong></td>
</tr>
<tr>
<td>11</td>
<td>14/05/07</td>
<td><strong>Assessment 2 Due – Group presentations 2</strong></td>
</tr>
<tr>
<td>12</td>
<td>21/05/07</td>
<td><strong>Assessment 2 Due – Group presentations 3</strong></td>
</tr>
<tr>
<td>13</td>
<td>28/05/07</td>
<td>No formal tutorials. Subject coordinator and tutor(s) will be available for consultation</td>
</tr>
<tr>
<td></td>
<td>04/06/07</td>
<td><strong>Study recess – 1 week</strong></td>
</tr>
<tr>
<td>13</td>
<td>09/06/07</td>
<td><strong>Examinations until 22/06/07</strong></td>
</tr>
</tbody>
</table>

This schedule may be subject to change.

<table>
<thead>
<tr>
<th>Tutors</th>
<th>Consultation times</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms Hui-Ling WANG</td>
<td>Tuesdays 12:30-13:30</td>
<td>TBA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ph: 0432 593 812</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="mailto:hwang@uow.edu.au">hwang@uow.edu.au</a></td>
</tr>
</tbody>
</table>
**SECTION B: Assessment**

<table>
<thead>
<tr>
<th>Assessment 1</th>
<th>Short Essay</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Case Study – An evaluation of the e-business strategy of [a selected firm]</td>
</tr>
<tr>
<td><strong>Marking criteria</strong></td>
<td>• Research Effort and Use of Source Material (30% of mark)</td>
</tr>
<tr>
<td></td>
<td>• Structure and Development of Answer (30%)</td>
</tr>
<tr>
<td></td>
<td>• Academic Writing Style (20%)</td>
</tr>
<tr>
<td></td>
<td>• Quality of Presentation (20%)</td>
</tr>
<tr>
<td></td>
<td>A marking sheet detailing these criteria for the assessment of the essay</td>
</tr>
<tr>
<td></td>
<td>will be made available during class and posted on eLearning.</td>
</tr>
<tr>
<td><strong>Length</strong></td>
<td>1500 words</td>
</tr>
<tr>
<td><strong>Weighting</strong></td>
<td>25%</td>
</tr>
<tr>
<td><strong>Due date</strong></td>
<td>Week 8: Tuesday, 24 April 2007</td>
</tr>
<tr>
<td><strong>Category of</strong></td>
<td>Category 3 – Individual Assignment</td>
</tr>
<tr>
<td><strong>assignment</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Where assignment</strong></td>
<td>Submit: School of Management and Marketing Enquiry Desk, Bldg 40</td>
</tr>
<tr>
<td><strong>is to be submitted</strong></td>
<td>Return: Week 10, School of Management and Marketing Enquiry Desk, Bldg 40</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment 2</th>
<th>Group presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Comparing company e-business strategies</td>
</tr>
<tr>
<td><strong>Marking criteria</strong></td>
<td>• Content: Appropriateness of coverage and analysis of issues allocated</td>
</tr>
<tr>
<td></td>
<td>for discussion (50%) of mark</td>
</tr>
<tr>
<td></td>
<td>• Quality of presentation (50% of mark)</td>
</tr>
<tr>
<td></td>
<td>A marking sheet detailing these criteria for the assessment of the</td>
</tr>
<tr>
<td></td>
<td>presentation will be made available during class and posted on eLearning.</td>
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<td></td>
<td>You <strong>may</strong> submit your written material (speaking notes or PowerPoint</td>
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<td></td>
<td>slides) to the tutor to assist in marking, but are <strong>not</strong> required to</td>
</tr>
<tr>
<td></td>
<td>do so.</td>
</tr>
<tr>
<td><strong>Length</strong></td>
<td>15 minutes (oral assessment)</td>
</tr>
<tr>
<td><strong>Weighting</strong></td>
<td>15%</td>
</tr>
<tr>
<td><strong>Due date</strong></td>
<td>Weeks 10, 11 or 12 as negotiated (schedule will be provided by your</td>
</tr>
<tr>
<td></td>
<td>tutor)</td>
</tr>
<tr>
<td>Category of assignment</td>
<td>Category 2 – Group Assignment</td>
</tr>
<tr>
<td>------------------------</td>
<td>-----------------------------</td>
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</tbody>
</table>
| **Where assignment is to be submitted and returned** | Submit: In your tutorial, Week 10, 11 or 12 as advised by tutor.  
Return: Week 13 via SOLS. |

<table>
<thead>
<tr>
<th>Assessment 3</th>
<th>Worksheets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td><strong>Computer Lab Worksheets 1-5</strong></td>
</tr>
</tbody>
</table>
| **Marking criteria** | Five worksheets must be submitted. Each worksheet is worth 20% of the total mark and will be marked on the criteria of completeness; level of comprehension of the questions and analysis of the topics demonstrated. as follows:  
0 = not submitted, largely incomplete or inappropriate;  
1 = largely complete and appropriate analysis;  
2 = wholly complete with comprehensive and appropriate analysis.  
Worksheets submitted late without valid cause will receive a zero mark. |
| **Length**  | Completion of worksheets |
| **Weighting** | 10% |
| **Due date** | Weeks 3, 4, 5 (Friday), 6 (Tuesday), 9 and 10 |
| **Category of assignment** | Category 4 – Open Assignment |
| **Where assignment is to be submitted and returned** | Submit: Each worksheet must be submitted at the beginning of your tutorial in the **week following** the assessment.  
Return: In the week of submission. Marks will be available via SOLS in Week 11. |
## Examinations

### Mid-Session Examination

<table>
<thead>
<tr>
<th>Weighting</th>
<th>10%</th>
</tr>
</thead>
</table>
| Date        | **Friday Tutorials, Week 5, 30 March 2007**  
             | **Tuesday Tutorials, Week 6, 3 April 2007**  |
| Time allowed| 40 minutes   |
| Structure of paper | 30 multiple choice questions on subjects covered in the readings and lectures for **Weeks 1 – 5** of the subject. |

### Final Examination

<table>
<thead>
<tr>
<th>Weighting</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>The examination period is <strong>9-22 June 2007</strong>. The final examination date will be confirmed during the course of the subject and published on SOLS 3 to 4 weeks before the examination period.</td>
</tr>
<tr>
<td>Time allowed</td>
<td>135 minutes</td>
</tr>
</tbody>
</table>
| Structure of paper | Format:  
Part 1: 30 multiple choice questions on subjects covered in the readings for **Weeks 6 - 12** of the subject. (Weighting 30%)  
Part 2: Short essay questions (typically requiring 3-4 pages per answer). Attempt 2 questions out of 5. (Weighting 70%; each question carries equal marks).  
The essay questions in Part 2 cover the content of the entire subject. They will be based closely upon the revision questions that will be given in lectures. Note that these questions will not be released via eLearning until Week 10. |

**NOTE:** The examination format cannot be changed from that stated above without the written consent of all students enrolled in this subject.
APPENDIX

Assignment 1: Short essay

Case Study – An evaluation of the e-business strategy of [a selected firm]

The Internet and the information and communications technologies (ICT) that underpin electronic business are often described as revolutionary ‘enabling technologies’ that are fundamentally reshaping ‘how business does business’. You are to explore this contention by researching the way that a firm of your choice has adapted to electronic business methods.

Select **ONE EXISTING FIRM** or organization and describe how the firm has implemented electronic commerce in their business. Draw your case studies from the management literature and business press (and first-hand experience, if you have any) and supplement this by analysing the website or other information from the firm. You will be **penalised marks** if your essay is based on the firm’s website and advertising material alone.

**DO NOT** select any of the subject case study firms (BlueScope Steel, Dell Computer, Amazon.com, Greengrocer.com.au). If you select a firm that is used as a case study in the textbook (Turban et al) I will expect you to do your own research to provide substantial **additional** information and analysis.

In your essay, describe the main ways in which the firm has introduced and managed ICT to commercial advantage. Conclude with an assessment of how effective their **e-business strategy** has been.

Depending on the firm, the following questions may help you focus your research:

- Describe their products/services, their **business model** and how they make **revenue** from e-commerce.
- How ‘pure’ is their e-commerce? What sourcing and sales channels do they use?
- If they are an established company, how has electronic commerce **changed** their business activities (before/after)?
- If they are new firms, how does their business model **differ** from that of established firms in the same industry?
- What new benefits are they trying to bring to their **suppliers** and **customers**?
- Has e-commerce led to completely **new** business opportunities?
- What is their **competitive advantage** over other firms? Is this due to the way they use electronic business?
- What problems did they face in implementing e-commerce and how did they overcome them?

The essay should be typed, 1½ line spaced and presented on A4 paper, with margins of at least 20 mm. You may use headings, tables and diagrams if you wish. Elaborate binding is unnecessary.

You should use the Harvard (Author, date) system of referencing, and make sure that your bibliography is correctly formatted. You are strongly advised to consult the essay writing guide at [http://unilearning.uow.edu.au/essay/1a.html](http://unilearning.uow.edu.au/essay/1a.html)

Assignments without the correct cover sheet will not be accepted.
Assignment 2: Group Presentation

Comparing company e-business strategies

Form a group of three or four students. Where possible, group with students who have studied firms in the same industry (e.g. travel/tourism, finance, manufacturing, business services, telecommunications, publishing/media etc) for Assignment 1.

Prepare a brief oral presentation based upon the analysis of the case study firms in your Short Essays.

Compare the e-business strategy of the firms, covering the following topics:

- Business model of each firm and business opportunities they have exploited
- Benefits to their suppliers/partner firms
- Benefits to their customers
- Problems encountered and solutions used

An assessment of how effective their e-business strategy is – i.e. how far is their competitive advantage over other firms the result of their use of e-commerce?

You will have 10-12 minutes for the presentation and 3-5 minutes for questions and discussion.

You may use PowerPoint, overhead slides or other audiovisual aids.

Some work can be done during tutorial time. However, you will need to devote time outside tutorials if the topic is to be covered in a satisfactory manner.

If the group is not functioning properly, you must discuss solutions with your tutor or Subject Coordinator well in advance of the submission date for the assessment.

On request to the Subject Coordinator, a private discussion group will be set up on eLearning to facilitate collaboration within your group.

This is a group assignment and must be submitted by the group. All members of the group MUST attend the presentation in the week assigned or a mark will not be awarded.

Assignment 3: Worksheets

Computer Lab Worksheets 1-5

Five electronic Worksheets in 'Word' format will be provided via eLearning in the computer labs in Weeks 2, 3, 4, 8 and 9. Follow the instructions on the sheet, and when you have answered all questions, print out the sheet. Make sure that you save a copy of your work at the end of the tutorial class.

I strongly recommend that you aim to complete the worksheet in the tutorial class.

You must complete and submit each week’s worksheet no later than the commencement of the tutorial in the following week.

Worksheets submitted late without valid cause will receive a zero mark.