SISAT
School of Information Systems & Technology
Faculty of Informatics

BUSS907 Fundamentals of e-Business
Subject Outline
Spring Session 2007

Head of School – Associate Professor Peter Hyland, Student Resource Centre, Tel: (02) 4221 3606

GENERAL INFORMATION
Subject Coordinator
A/Prof Rob MacGregor
Telephone Number: 4221 3758
Email: rmacgreg@uow.edu.au
Location: 39.106

A/Prof MacGregor’s consultation times during session:
Day                        Time
Tuesday                    12.30 – 14.30
Wednesday                  12.30 – 14.30

Subject Organisation
Session: Spring Session, Wollongong Campus
Credit Points: 6 credit points
Contact hours per week: 2 hours lectures, 2 hours tutorial
Lecture Times & Location: Monday, 8.30 – 10.30 AM & 67.102
Tutorial Day, Time and Location can be found at: http://www.uow.edu.au/student/sols/timetables/index.html

Students should check the subject's web site regularly as important information, including details of unavoidable changes in assessment requirements will be posted from time to time via e-Learning space http://www.uow.edu.au/student/lol. Any information posted to the web site is deemed to have been notified to all students.

Content
This subject aims to provide an understanding of the scope of electronically supported commercial activities. The use of electronic commerce to achieve strategic advantage at the organizational, local and global arena will also be examined, with reviews on the broader social implications of electronic commerce

Objectives
On completion of this subject, students should be able to: gain some basic knowledge on the technologies associated with electronic commerce and the way they are currently used in the organisation; understand what virtual organisation and Internet Marketing are about; appreciate how internet technologies are used intra- and inter-organisationally; know how electronic commerce is arranged intra- and inter-organisationally; appreciate the macro and micro-factors which affect the adoption of electronic commerce in the organisation.

Attendance Requirements
It is the responsibility of students to attend all lectures/tutorials/labs/seminars/practical work for subjects for which you are enrolled.

It should be noted that the amount of time spent on each 6 credit point subject should be at least 12 hours per week, which includes lectures/tutorials/labs etc

Attendance and participation in lectures, tutorials and web-mediated activities is a requirement for the successful completion of this course. Failure to do so may result in a fail grade being recorded. A good indicator of satisfactory attendance is approximately 80% of the allocated contact hours. Attendance per se is not an assessable component of the course.

Students MUST attend their allocated tutorial unless they have the written permission of the subject coordinator.
Method of Presentation

BUSS907 will be delivered via lectures and tutorials.

Lecture Schedule

A proposed Lecture schedule for the subject is as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Date</th>
<th>Topics Covered</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>23/07/07</td>
<td>Emergency Evacuation Procedures</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>2</td>
<td>30/07/07</td>
<td>Technology Infrastructure</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>3</td>
<td>06/08/07</td>
<td>Selling On Web</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>4</td>
<td>13/08/07</td>
<td>Marketing On Web</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>5</td>
<td>20/08/07</td>
<td>Business-to-Business (B2B) Strategies</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>6</td>
<td>27/08/07</td>
<td>Online Auctions, Virtual Communities and Web Portals</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>7</td>
<td>03/09/07</td>
<td>The environment of Electronic Commerce</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>8</td>
<td>10/09/07</td>
<td>Web Server Hardware and Software</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>9</td>
<td>17/09/07</td>
<td>Electronic Commerce Software</td>
<td>Chapter 9</td>
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<td></td>
<td>01/10/07</td>
<td>Public Holiday</td>
<td></td>
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<tr>
<td>10</td>
<td>08/10/07</td>
<td>Security for Electronic Commerce</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>12</td>
<td>15/10/07</td>
<td>Payment Systems for Electronic Commerce</td>
<td>Chapter 11</td>
</tr>
<tr>
<td>13</td>
<td>22/10/07</td>
<td>Planning for Electronic Commerce Review</td>
<td>Chapter 12</td>
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Subject Materials

These readings/references are recommended only and are not intended to be an exhaustive list. Students are encouraged to use the library catalogue and databases to locate additional readings.

Required Text:


The book is available online from the University Bookshop at [http://unishop.uow.edu.au/textbooks/](http://unishop.uow.edu.au/textbooks/) at a cost of $92.95. Member rates may apply.

Recommended Background and Further Reading

### Assessment

This subject has the following assessment components.

<table>
<thead>
<tr>
<th>Assessment Items &amp; Format</th>
<th>Percentage of Final Mark</th>
<th>Due Date</th>
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</thead>
</table>
| **Assessment 1: Group Report.**  
SWOT Analysis & Recommendations based on given electronic commerce case study.  
Length: 2500 words  
Case study to be distributed Week 2 and also available on UOW e-learning space.  
Standard report format, Harvard referencing | 15% | Hard copy due week 6 during tutorial |
| **Assessment 2 : Group Report.**  
Contemporary electronic commerce issues in regards to above case study recommendations.  
Length: 3500 words  
Full details to be distributed Week 6 and also available on UOW e-learning space.  
Standard report format, Harvard referencing. | 15% | Hard copy due week 11 during tutorial |
| **Assessment 3: Group Seminar Presentation.**  
15min presentation on group report from assessment 2.  
PowerPoint slides | 10% | Presentations to occur week 12 during tutorial |
| **Tutorial Participation: Critical question generation and presentation.**  
Individual Assessment.  
1 critical question based on previous weeks lecture materials to be handed in each week. Random selection of questions to be presented and discussed. | 10%  
(5% critical question each week.  
5% for discussion of critical question) | Critical question due each week during tutorial.  
Students will be selected at random to generate discussion on their question with tutorial group. |
| **Final Examination: Long and Short answers.**  
2 hours and 15 minutes. | 50% | The final examination date will be confirmed during the course of the subject and published on SOLS 3-4 weeks before the examination period. |

### Notes on Assessment

- Students must make a serious attempt and perform satisfactorily on all phases of the subject to pass. In particular, all components of the subject must be seriously attempted and students must achieve PASS on the final examination to complete the subject;
- All work must be submitted in HARD COPY at the BEGINNING of the tutorial. Assignments will not be accepted at any other time.
- All hardcopies of assignments must be submitted with a School Assignment Cover Sheet.
- Late submissions will be penalised 10% per working day.
- All late work to be submitted personally to the lecturer(s).
- All special consideration applications must be lodged through SOLS.
- All work will be returned in tutorials no later than 2 working weeks after submission. Assessment items received during the last week of session will be available for collection from the subject coordinator.
- Detailed instruction of assignments will be placed on UOW e-learning space in a file titled: "Assessment Items".
- According to the special consideration policy, students may submit work after work has been returned to students, but this will not attract a mark.
Special Consideration Policy

The School recognises that it has a responsibility to ensure equity and consistency across its subjects for all students. Sometimes, in exceptional circumstances, students need to apply for special consideration in order to complete all assessable work.

The University applies strict criteria to the granting of special consideration. Before applying for special consideration students should carefully read the University’s policy. The policy can be found at: http://www.uow.edu.au/handbook/courserules/specialconsideration.html

As an example: If a student requires an extension of time for the completion of an assignment this may be granted in certain circumstances. A request for an extension must be made to the Subject Coordinator via SOLs before the due date.

Scaling

Final results in this subject may be scaled. The scaling method that may be used in this subject is as follows.

If E is the student exam mark, and A is the student assignment mark, the student final mark will be determined as follows:

- if E >= 40% of the maximum exam mark: then student final mark is E + A;
- E < 40% of the maximum exam mark: then student final mark is min{E+A, 47}

Additional Information

Students must refer to the Faculty Handbook or online references which contain a range of policies on educational issues and student matters.

Supplementary Exams

Supplementary Exams will be dealt with in accordance with Special Consideration Policy (http://www.uow.edu.au/handbook/courserules/specialconsideration.html) 6.2 Timing of Supplementary Exams.

While the School normally grants supplementary exams when the student does not sit the standard exam for an acceptable reason, each case will be assessed on its own merit and there is no guarantee a supplementary exam will be granted. If a supplementary exam is granted, you will normally be notified via SOLS Mail of the time and date of this supplementary exam. You must follow the instructions given in the email message.

Please note that if this is your last session and you are granted a supplementary exam, that your results will not be processed in time to meet the graduation deadline.

Plagiarism

When you submit an assessment task, you are declaring the following

1. It is your own work and you did not collaborate with or copy from others.
2. You have read and understand your responsibilities under the University of Wollongong's policy on plagiarism.
3. You have not plagiarised from published work (including the internet). Where you have used the work from others, you have referenced it in the text and provided a reference list at the end of the assignment.
4. Plagiarism will not be tolerated.
5. Students are responsible for submitting original work for assessment, without plagiarising or cheating, abiding by the University’s policies on Plagiarism as set out in the Calendar under University Policies, and in Faculty handbooks and subject guides. Plagiarism has led to the expulsion from the University.
Student Academic Grievance Policy

The School aims to provide a fair, equitable and productive learning environment for all its students. The Student Academic Grievance Policy seeks to support the achievement of this goal by providing a transparent and consistent process for resolving student academic grievances.

Any student who has a grievance over a result should obtain a Faculty of Informatics Appeal Against Decision or Action Affecting Academic Experience form from the Informatics Student Enquiry Centre or http://www.uow.edu.au/content/groups/public/@web/@inf/@faculty/documents/doc/uow017433.pdf. The student should firstly take the form to the marker/lecturer to discuss the matter and, if the student is still not satisfied, s/he should take the next step as outlined on the form.

Once the grievance has been considered by the Faculty, if the student still feels the situation has not been fully resolved s/he may consult the Dean of Students. However, the Dean of Students can have no input into the academic judgement of the lecturer and can only review the grievance to ensure proper procedure has been followed.

For more information, please consult the UOW policy in full at: http://www.uow.edu.au/handbook/courserules/studacgrievpol.html

This outline should be read in conjunction with the following documents:

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<th>Code of Practice - Teaching and Assessment</th>
<th>Key Dates</th>
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<tr>
<th>Code of Practice - Students</th>
<th>Information Literacies Introduction Program</th>
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<tr>
<th>Acknowledgement Practice</th>
<th>Student Support Services:</th>
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<tbody>
<tr>
<td><a href="http://www.uow.edu.au/handbook/courserules/plagiarism.html">Plagiarism will not be tolerated</a></td>
<td>Informatics Faculty SEDLO (Student Equity and Diversity Liaison Officers) Virginie Schmelitschek, phone 4221 3833, <a href="mailto:virginie@uow.edu.au">virginie@uow.edu.au</a></td>
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<th>Code of Practice-Honours</th>
<th>Intellectual Property Policy</th>
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<tr>
<th>Non-Discriminatory Language Practice and Presentation</th>
<th>SCSSE SISAT Internet Access &amp; Student Resource Centre</th>
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<thead>
<tr>
<th>SCSE SISAT Computer Usage Rules</th>
<th>SCSE SISAT Subject Outlines</th>
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| SCSE SISAT Student Guide | |
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