GENERAL INFORMATION

Subject Coordinator
Mr Glenn Bewsell
Telephone Number: 4221 5683
Email: gbewsell@uow.edu.au
Location: 39.216

Mr Bewsell’s consultation times during session:
Day       Time
Monday 1:30 – 3:30 p.m.
Tuesday 1:30 – 3:30 p.m.

Subject Organisation
Session: Spring Session, Wollongong Campus
Credit Points: 6 credit points
Contact hours per week: 1 hr lect, 2 hrs tut
Lecture Times & Location: Monday, 10.30 AM – 11.30 AM & 67.102
Tutorial Day, Time and Location can be found at: http://www.uow.edu.au/student/sols/timetables/index.html

Content

This subject aims to provide students with an understanding of how to design integrated solutions for eBusiness using a pattern-oriented approach. Enterprises, both large and small, as well as government institutions, are increasingly becoming reliant upon eBusiness infrastructure. Knowing the strategic business and technology principles and practices related to the design process is becoming increasingly important for a given organisation. This subject will cover business scenarios including electronic data interchange (EDI), supply chain management (SCM), enterprise application integration (EAI), customer relationship management (CRM), sales force automation (SFA); and knowledge management systems (KM).

Objectives

After studying this subject students will be able to: 1. Identify and be able to explain the critical applications being used by companies to do business online; 2. Critically assess a variety of eBusiness options for an organisation; 3. Understand the relevance of various technology components that are required to build an eBusiness system; 4. Identify and specify an eBusiness application infrastructure plan in response to a real business requirement using a pattern-oriented approach.
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

Satisfactory attendance is deemed to be attendance at approximately 80%* of the allocated contact hours. Attendance rolls may be kept for lectures, TUTORIALS and laboratories. If you are present for less than 80%* you need to apply for special consideration, otherwise a fail grade may be recorded.

Method of Presentation
Lectures are designed to encourage students to develop new and more sophisticated approaches to e-Business.

There is no tutorial in the first week. The week 2 tutorials will bring students together to get familiar with others and form groups. The primary objective of tutorials is to clarify, consolidate and extend your understanding of lecture material. Tutorials ideally should be a forum in which you are able to learn in a supportive environment. Students may wish to extend this idea to include electronically mediated forums through the use of technologies such as UOW e-learning space. Students will be encouraged to contribute additional materials on the weekly topic that they find interesting - journal, newspaper and magazine articles as well as Internet sources are examples of such contributions.

Lecture Schedule
A proposed Lecture schedule for the subject is as follows:

<table>
<thead>
<tr>
<th>S.NO</th>
<th>Lecture Topics</th>
<th>Assessment Items Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The eBusiness Cycle</td>
<td>No tutorial</td>
</tr>
<tr>
<td>2</td>
<td>eBusiness Solutions &amp; Stakeholders</td>
<td>Jelassi &amp; Enders ch 1</td>
</tr>
<tr>
<td>3</td>
<td>Business Pains &amp; eBusiness Gains</td>
<td>Seminars begin</td>
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<tr>
<td></td>
<td></td>
<td>Jelassi &amp; Enders ch 2</td>
</tr>
<tr>
<td>4</td>
<td>Opportunity Identification</td>
<td>Jelassi &amp; Enders ch 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>IBM Instructor Guide</td>
</tr>
<tr>
<td>5</td>
<td>Building a Customer Relationship</td>
<td>Jelassi ch 4</td>
</tr>
<tr>
<td>6</td>
<td>Feasibility Study</td>
<td>eBusiness Plan- Part A</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Opportunity Id due</td>
</tr>
<tr>
<td>7</td>
<td>Requirements Analysis</td>
<td>Seminars end</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jelassi &amp; Enders ch 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Carter (2002)</td>
</tr>
<tr>
<td>8</td>
<td>Knowing the Vendor Products</td>
<td>Jelassi &amp; Enders ch 6</td>
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<tr>
<td></td>
<td></td>
<td>Carter (2002)</td>
</tr>
<tr>
<td>9</td>
<td>Knowing the Competitor – a case on Internetrix</td>
<td>eBusiness Plan- Part B</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jelassi &amp; Enders ch 7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>IBM Instructors Guide</td>
</tr>
<tr>
<td>10</td>
<td>The Compelling Case (reading lecture)</td>
<td>Jelassi &amp; Enders ch 8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Public Holiday on Monday)</td>
</tr>
<tr>
<td>11</td>
<td>Going to Contract</td>
<td>Jelassi &amp; Enders ch 9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>IBM Instructor Guide</td>
</tr>
<tr>
<td>12</td>
<td>Fulfilling Project Commitments</td>
<td>eBusiness Plan- Part A + B + C</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Requirements Analysis Due</td>
</tr>
<tr>
<td>13</td>
<td>Review</td>
<td>No tutorial</td>
</tr>
</tbody>
</table>

Subject Materials

Additional References:
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.

Web Sites:
http://www.ibm.com/developerworks/patterns
Textbooks:


**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>
</tr>
</thead>
<tbody>
<tr>
<td>1. Seminar Presentation: eBusiness Scenarios</td>
<td>20%</td>
<td>Individual PowerPoint presentation to be submitted in softcopy through UOW e-learning space and seminar to take place during the tutorials in weeks 3, 4, 5, 6 and 7.</td>
</tr>
<tr>
<td>2. eBusiness Plan Part A- Opportunity Identification</td>
<td>10%</td>
<td>Group hardcopy to be submitted to tutor in week 6 tutorial.</td>
</tr>
<tr>
<td>3. eBusiness Plan Part B- Requirements Analysis</td>
<td>20%</td>
<td>Group hardcopy to be submitted to tutor in week 9 tutorial.</td>
</tr>
<tr>
<td>4. eBusiness Plan Part C- Complete eBusiness Case</td>
<td>20%</td>
<td>Group hardcopy to be submitted to tutor in week 12 tutorial. Softcopy to be uploaded onto UOW e-learning space by one of the group members only.</td>
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<tr>
<td>5. Exam</td>
<td>30%</td>
<td>Exam Period.</td>
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**Notes on Assessment**

Unless otherwise notified by the subject coordinator, all written assignments must be submitted electronically. All assignments are expected to be completed independently. Plagiarism may result in a FAIL grade being recorded for that assignment.

- A hardcopy of each assessment will be submitted to the tutor and returned during the tutorial. Assessment 4 will be available to collect from the Subject Coordinator's office.
- Late submissions may be penalised 20% per working day.
- All late work to be submitted personally to Subject coordinator.
- All special consideration applications must be lodged through SOLS.
- Detailed instruction of assignments will be provided in the first tutorial in a handout entitled: "IACT406 Assessment Guide".

**ASSESSMENT 1. Seminar on Strategic eBusiness Case (from Jelassi & Enders text)**

- Type of Assessment: Individual
- Slide Limit: 15
- Duration: 20 minutes
ASSESSMENT 2. eBusiness Plan Part A - Opportunity IDentification
• Type of Assessment: Groups of 2 only (group submission)
• Word Limit: ~1500 words plus tables and charts
  - Using IBM’s opportunity analysis model (as described in lecture 4) conduct an eBusiness opportunity identification as if you were IBM consultants on the customer of your choice. Your report should contain the following techniques applied to your customer’s organisation:
    - List of Key Players Sheet
    - Pain Chain
    - Project Objectives
    - Vision to Solution
    - Targeting Methodology Links
    - Opportunity ID Worksheet
    - Nine Block Model
    - Situational Fluency Prompter
    - Value Propositions Template
    - What Makes You Special Worksheet
    - Vendor Differentiator Flow Diagram
  You need to support the above tables and diagrams with a brief explanation.

ASSESSMENT 3. eBusiness Plan Part B – Application Definition and Feasibility Study
• Type of Assessment: Groups of 2 only (group submission)
• Word Limit: max. 3000 words each
ii) Identify the eBusiness Applications:
  - The identification of eBusiness applications should consist of the following elements:
    - who: external users, internal users
    - what: the main tasks
    - when: availability online
    - where: customer support off-line/on-line
    - why: what is the reason for proposing this?
    - how: the current system → the new system
    - how much: how often will application be used?
    - with which: what relationships will it affect
iii) Conduct a Feasibility Study:
  - The feasibility study should consist of the following elements:
    - executive summary
    - identifying your organisation
    - identifying realistic alternatives
    - considering their feasibilities
    - rank ordering the feasible alternatives

ASSESSMENT 4. eBusiness Plan Part C - Requirements Analysis and Compelling Case
• Type of Assessment: Groups of 2 only (group submission)
• Word Limit: max. 3000 words each
iv) Conduct a Requirements Analysis:
  - The requirements analysis should consist of the following elements:
    - define and use system boundaries
    - identify and describe application components
    - identify and describe user groups and tasks
    - identify and describe content chunks and tools
v) The Compelling Case
  - The compelling case should consist of the following elements:
    - the transition vision
    - the integrated solution (solution blueprint)
    - value justification (financial analysis)
    - steps to achieve the transformation
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 $E \geq 40\%$ of the maximum exam mark: then student final mark is $E + A$;
- if $35\% \leq E < 40\%$ of the maximum exam mark: then student final mark is $\min\{E + A, 47\}$
- if $E < 35\%$ of the maximum exam mark: then student final mark is $\min\{E + A, 42\}$

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:

<table>
<thead>
<tr>
<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>
</tr>
</thead>
<tbody>
<tr>
<td>Plagiarism will not be tolerated</td>
<td>Informatics Faculty SEDLO (Student Equity and Diversity Liaison Officers) Virginia Schmelitschek, phone 4221 3833, <a href="mailto:virginie@uow.edu.au">virginie@uow.edu.au</a></td>
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<table>
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<tr>
<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>Occupational Health and Safety</th>
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<thead>
<tr>
<th>SCSSSE SISAT Student Guide</th>
<th>SCSSSE SISAT Subject Outlines</th>
</tr>
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This subject outline can be found at http://www.itacs.uow.edu.au/current/subject_outlines