
SISAT

School of Information Systems & Technology
Faculty of Informatics

IACT406 Strategic eBusiness Solutions Subject Outline Spring Session 2009

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

GENERAL INFORMATION

Subject Coordinator

Telephone Number:

Email:

Location:

Dr Glenn Bewsell

4221 5683

gbewsell@uow.edu.au

39.216

Dr Bewsell's consultation times during session:

Day

Monday

Tuesday

Time

11:30 - 13:30

10:30 - 12:30

Subject Organisation

Session:

Credit Points

Contact hours per week:

Lecture Times & Location:

Tutorial Day, Time and Location can be found at:

Spring Session, Wollongong Campus

6 credit points

1 hr lectures, 2 hrs tut

Monday 10:30 AM – 11:30 AM 19-G100

<http://www.uow.edu.au/student/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/>. Any information posted to the web site is deemed to have been notified to all students.

Subject Description

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).

Subject 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.

Graduate Qualities

This subject will continue to the following graduate qualities:

- Informed
- Independent learners
- Problem solvers
- Effective communicators
- Teamwork
- Innovation and Design

Further information can be found at:

<http://www.uow.edu.au/informatics/sisat/current/SubjectInformation/UOW051055.html>

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 by the University, to be attendance at approximately 80% of the allocated contact hours.

Method of Presentation:

In order to maximize learning outcomes, it is strongly recommended that students attend all lectures.

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:

Week	Topic	Reading
1	The eBusiness Cycle	No tutorial
2	eBusiness Solutions & Stakeholders	Jelassi & Enders ch 1 & 2
3	Business Pains & eBusiness Gains	Seminars begin Jelsaai & Enders ch 3
4	Opportunity Identification	Jelassi & Enders ch 4 IBM Instructor Guide eBusiness Plan- Part A Pains & Gains due
5	Building a Customer Relationship	Jelassi & Enders ch 13
6	eTrust	eTrust Online Reading/s
7	Feasibility Study	Jelassi & Enders ch 5 Carter (2002)
8	Requirements Analysis	Carter (2002) IBM Instructor Guide eBusiness Plan- Part B Opportunity Id & Application Definition
9	Knowing the Competitor	Jelassi & Enders ch 8
10	Knowing the Vendor Products (reading lecture)	Jelassi & Enders ch 9
11	The Compelling Case	Jelassi & Enders ch 10 & 11 IBM Instructor Guide
12	Going to Contract	Jelassi & Enders ch 12 eBusiness Plan- Part A + B + C Complete eBusiness Plan Due
13	Review	No tutorial

Changes to the above schedule will be posted via e-Learning space <http://www.uow.edu.au/student/>. Any information posted to the web site is deemed to have been notified to all students.

Subject Materials:

Any 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

Readings/references for this subject are:

- Carpenter, M. A. & Sanders Wm. G. 2009, *Strategic Management: A Dynamic Perspective, Concepts and Cases, 2e*, NJ: Prentice Hall.
- Carter, J. 2002, *Developing e-Commerce Systems*. NJ: Prentice Hall.
- Chaffey, D. 2004, *E-Business and E-Commerce Management: Strategy, Implementation and Practice*, NY: FT Prentice Hall.
- Chen, S. 2005, *Strategic Management of e-Business*, NJ: John Wiley and Sons.
- Cheung, Y. P. & Martin, I. 2002, *Business Case Development*, NSW: Pearson Education.
- David, F. R. 2009, *Strategic Management: Concepts and Cases, 12e*, NJ: Prentice Hall.
- Dietel, H. M. et al. 2001, *e-Business and e-Commerce for Managers*, NJ: Prentice Hall.
- Huff, S. L. 2000, *Cases in Electronic Commerce, 2e*, Boston: Irwin/McGraw-Hill
- IBM. 2002, *IBM's eBusiness Selling Workshop: student version*.
- Jobber, D. & Lancaster, G. 2009, *Selling and Sales Management, 8e*, NJ: Prentice Hall.
- Jøsang, A., Ismail, R. & Boyd, C. 2007, A Survey of Trust and Reputation Systems for Online Service Provision, *Decision Support Systems*, 43 (), 618-644.
- Laudon, K. C. & Traver C. G. 2004, *Ecommerce: Business, Technology, Society*, Boston: Addison-Wesley.
- Lawrence, E. et al. 2002, *Internet Commerce: Digital Models for Business*, Qld: John Wiley & Sons.

- McKay, J. & Marshall, P. 2005, *Strategic Management of eBusiness*, Qld: John Wiley and Sons.
- Plant, R. 2000, *eCommerce: Formulation of Strategy*, NJ: Prentice Hall.
- Saloner, G., and Spence, M.A. 2002, *Creating and Capturing Value: Perspectives and Cases on electronic Commerce*, NJ: John Wiley and Sons.
- Shankar, V., Urban, G.L., and Sultan, F. 2002, Online Trust: A Stakeholder Perspective, Concepts, Implications, and Future Directions, *Journal of Strategic Information Systems*, 11(3-4), 325-344.
- Turban, E. et al. 2008, *Electronic Commerce: A Managerial Perspective*, 5e, NJ: Pearson.
- Adams, J. et al. 2001, *Patterns for e-business: A Strategy for Reuse*, TX: IBM Press.
- Burris, A. M. 2002, *Service Provider Strategy*, NJ: Prentice Hall.

Textbook(s):

The text for this subject is:

Jelassi, T. & Enders, A. 2008, *Strategies for e-Business: Creating Value through Electronic and Mobile Commerce*, 2e, Harlow: Prentice Hall. It can be purchased from the University bookshop.

Other Resources:

<http://www.ibm.com/developerworks/patterns>

Assessment:

This subject has the following assessment components.

ASSESSMENT ITEMS & FORMAT	% OF FINAL MARK	GROUP/ INDIVIDUAL	DUE DATE
1. Seminar Presentation: eBusiness Scenarios	10%	Individual	Individual PowerPoint presentation to be submitted in softcopy through UOW e-learning space and seminar to take place during the tutorials in weeks 3 to 11.
2. eBusiness Plan Part A- Pains and Gains	5%	Group	Group hardcopy to be submitted to tutor in week 4 tutorial.
3. eBusiness Plan Part B- Opportunity Id and Requirements Analysis	20%	Group	Group hardcopy to be submitted to tutor in week 8 tutorial.
4. eBusiness Plan Part C- Complete eBusiness Case	20%	Group	Group hardcopy to be submitted to tutor in week 12 tutorial. Softcopy to be uploaded onto UOW e-learning space by 6:00pm Monday week 12 by one of the group members only.
5. Tutorial Participation	10%	Individual	During tutorial
6. Exam	35%	Individual	Exam Period.

Notes on Assessment:

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.
- Electronic submission of assessments will be via IACT406 eLearning
- All late work to be submitted online and 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 or other reference)

- Type of Assessment: Individual
- Slide Limit: 15
- Duration: 15 minutes

ASSESSMENT 2. eBusiness Plan Part A – Pains and Gains

- Type of Assessment: Groups of 2 only (group submission)
 - Word Limit: max. 500 words each team member plus tables and charts
 - ia)- 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
- You need to support each of the above tables and diagrams with brief explanations.

ASSESSMENT 3. eBusiness Plan Part B – Opportunity Identification and Application Definition

- Type of Assessment: Groups of 2 only (group submission)
 - Word Limit: max. 3000 words each team member
 - i)- 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 each of the above tables and diagrams with brief explanations.

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
 - why: what is the reason for proposing this?
 - how: the current system to the new system
 - with which: what relationships will it affect

ASSESSMENT 4. Complete eBusiness Plan (Parts A, B & C) Part C - Feasibility Study, Requirements Analysis and Compelling Case

- Type of Assessment: Groups of 2 only (group submission)
- Word Limit for Part C: max. 4500 words each team member
- 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 of the feasible alternatives
- 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

ASSESSMENT 5. Tutorial Participation –

- Type of Assessment: Individual
- Students will gain marks with contributions to in-tutorial discussions. The purpose of this discussion is to assist you to learn course material as well as develop skills in critical analysis.

ASSESSMENT 6. Final Examination –

- Type of Assessment: Individual
- Students will answer a range of questions to demonstrate comprehension, understanding, critical analysis and application of knowledge relevant to this subject.

Electronic Submission of Assessment Items:

Unless otherwise notified by the subject coordinator, all written assignments must be submitted electronically.

Submission of assessment items via email will not be accepted.

Other Procedures for the submission of assessment items:

In addition to electronic submission students are required to submit assignments in hard copy to their tutor.

All assignments will be returned within 2 weeks of their submission.

To be eligible for a Pass in this subject a student must achieve a mark of at least 40% in the Final Examination. Students who fail to achieve this minimum mark & would have otherwise passed will be given a TF (Technical Fail) for this subject.

Procedures for the return of assessment items:

As mentioned above assessments will be returned during the tutorials. Assessment 4 will be available to collect from the Subject Coordinator's office.

Penalties for late submission of assessment items:

Penalties apply to all late work, except if student academic consideration has been granted. Late submissions will attract a penalty of 20% of the assessment mark. This amount is per day including weekends.

Work more than four (4) days late will be awarded a mark of zero.

Tutorial/Lab Closure Policy

If for any reason, the number of students in a tutorial or lab falls below a sustainable enrolment level, as determined by the Head of School, tutorials/labs offered for that subject may be collapsed or deleted.

You will have to attend the new tutorials/lab if this closure affects the one you are attending.

We will endeavour to make this decision no later than Week 4 of session.

Supplementary Exams

Supplementary Exams will be dealt with in accordance with student academic consideration policy (<http://www.uow.edu.au/about/policy/studentacademicconsiderationpolicy.pdf>) 9.2 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 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, be aware that your results will not be processed in time to meet the graduation deadline.

Student Academic 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 student academic consideration in order to complete all assessable work.

The University applies strict criteria to the granting of student academic consideration. Before applying for student academic consideration, students should carefully read the University's policy which can be found at: <http://www.uow.edu.au/about/policy/studentacademicconsiderationpolicy.pdf>.

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.

Students must remember that:

Plagiarism will not be tolerated.

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 University Handbook under University Policy Directory 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. (<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 judgment of the lecturer and can only review the grievance to ensure proper procedure has been followed.

Relevant University Policies, procedures and students services:

For more information students must refer to the Faculty handbook, online references or consult the UOW policy in full at <http://www.uow.edu.au/handbook/courserules/studacgrievpol.html> which contains a range of policies on educational issues and student matters.

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

Code of Practice - Teaching and Assessment http://www.uow.edu.au/handbook/codesofprac/teaching_code.pdf	Code of Practice - Students http://www.uow.edu.au/handbook/codesofprac/cop_students.html
Code of Practice-Honours http://www.uow.edu.au/handbook/CodeofPractice-Honours.pdf	Acknowledgement Practice Plagiarism will not be tolerated: http://www.uow.edu.au/handbook/courserules/plagiarism.html
Key Dates http://www.uow.edu.au/student/dates.html	Student Academic Consideration Policy: http://www.uow.edu.au/about/policy/studentacademicconsiderationpolicy.pdf
Course Progress Requirements: http://www.uow.edu.au/student/mrp/index.html	Graduate Qualities Policy: http://www.uow.edu.au/about/teaching/qualities/index.html#_The_new_UOW
Academic Grievance Policy (Coursework and Honours students) http://www.uow.edu.au/handbook/courserules/studacgrievpol.html	Non-Discriminatory Language Practice and Presentation http://staff.uow.edu.au/eed/nondiscrimlanguage.html
Occupational Health and Safety http://www.uow.edu.au/about/policy/ohs.html	Ownership of Work & Intellectual Property Policy: http://www.uow.edu.au/handbook/generalcourserules/UOW028651.html
Human Research Ethics Committee: http://www.uow.edu.au/research/rso/ethics/human/	Rules for student conduct: http://www.uow.edu.au/handbook/generalrules/StudentConductRules.pdf
Independent Learners' Introductory Program http://www.uow.edu.au/student/attributes/ilip/	Informatics Faculty Librarian, Ms Annette Meldrum, phone: 4221 4637, email: ameldrum@uow.edu.au
Student Support Services: http://www.uow.edu.au/student/services/ Informatics Faculty SEDLO (Student Equity and Diversity Liaison Officers) Virginie Schmelitschek, phone 4221 3833, virginie@uow.edu.au	SISAT Internet Access & Student Resource Centre http://www.uow.edu.au/informatics/sisat/current/uow024466.html
SISAT Computer Usage Rules http://www.uow.edu.au/informatics/sisat/current/uow024457.html	SISAT Subject Outlines http://www.uow.edu.au/informatics/sisat/current/UOW055502.html