



MONASH University

**FIT5092
e-Business**

Unit guide

Semester 2, 2008

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FIT5092 e-Business - Semester 2 , 2008

Unit leader :

Linda Dawson

Lecturer(s) :

Caulfield

- Linda Dawson

Introduction

Welcome to FIT5092 e-Business. This unit will involve the study of the main theoretical and practical issues of e-business, its policies and management, and the particular problems of implementing and managing e-business systems.

Unit synopsis

ASCED code: 020399 Information Systems not elsewhere classified

Through a series of lectures, discussions, case studies and presentations the unit will focus on examining some of the ways in which e-business technologies are currently being used to improve organisational performance and relationship with customers and clients. The focus will embrace public and not for profit sectors as well as the commercial sector. Topics will include: the changing nature of e-business; the main uses of e-business such as electronic market places, portals and virtual communities; emerging frameworks and models for understanding e-business; design issues; formulation of e-business strategy; business and management issues associated with e-business, including organisational communication and structure; security; legal; and ethical/privacy issues and new technologies.

Learning outcomes

Knowledge and Understanding

The unit introduces students to e-business in the context of organisations today. The unit will provide an opportunity for students to explore e-business from a management as well as technology perspective. At the completion of the units students should be able to:

- Understand the key issues in the area;
- Understand the issues relating to the selection of the most appropriate model for an organisation;
- Understand the different technologies and e-business solutions from both a B2B and B2C perspective;
- Understand the key issues in the design, development and implementation of e-business from the perspective of both large and small organisations.

Workload

Workload commitments are:

- two-hour lecture and
- one-hour tutorial (requiring advance preparation)
- a minimum of 2-3 hours of personal study per one hour of contact time in order to satisfy the reading and assignment expectations.

You will need to allocate up to 5 hours per week in some weeks, for use of a computer.

Unit relationships

Prerequisites

There are no prerequisites for this unit.

Relationships

FIT5092 is a core unit in the Enterprise Systems Professional track of the MBIS.

You may not study this unit and

BUS5960, IMS5007

in your degree.

Continuous improvement

Monash is committed to 'Excellence in education' and strives for the highest possible quality in teaching and learning. To monitor how successful we are in providing quality teaching and learning Monash regularly seeks feedback from students, employers and staff. Two of the formal ways that you are invited to provide feedback are through Unit Evaluations and through Monquest Teaching Evaluations.

One of the key formal ways students have to provide feedback is through Unit Evaluation Surveys. It is Monash policy for every unit offered to be evaluated each year. Students are strongly encouraged to complete the surveys as they are an important avenue for students to "have their say". The feedback is anonymous and provides the Faculty with evidence of aspects that students are satisfied and areas for improvement.

Student Evaluations

The Faculty of IT administers the Unit Evaluation surveys online through the my.monash portal, although for some smaller classes there may be alternative evaluations conducted in class.

If you wish to view how previous students rated this unit, please go to <http://www.monash.edu.au/unit-evaluation-reports/>

Over the past few years the Faculty of Information Technology has made a number of improvements to its courses as a result of unit evaluation feedback. Some of these include systematic analysis and planning of unit improvements, and consistent assignment return guidelines.

Monquest Teaching Evaluation surveys may be used by some of your academic staff this semester. They are administered by the Centre for Higher Education Quality (CHEQ) and may be completed in class with a facilitator or on-line through the my.monash portal. The data provided to lecturers is completely anonymous. Monquest surveys provide academic staff with evidence of the effectiveness of their teaching and identify areas for improvement. Individual Monquest reports are confidential, however, you can see the summary results of Monquest evaluations for 2006 at <http://www.adm.monash.edu.au/cheq/evaluations/monquest/profiles/index.html>

Unit staff - contact details

Unit leader

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Senior Lecturer

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Fax +61 3 9903 1077

Lecturer(s) :

Dr Linda Dawson

Senior Lecturer

Phone +61 3 990 32415

Fax +61 3 9903 1077

Teaching and learning method

- Lectures
- Tutorials - discussion and case studies (preparation required)
- Assignments - individual and group

Tutorial allocation

On-campus students should register for tutorials/laboratories using Allocate+.

Communication, participation and feedback

Monash aims to provide a learning environment in which students receive a range of ongoing feedback throughout their studies. You will receive feedback on your work and progress in this unit. This may take the form of group feedback, individual feedback, peer feedback, self-comparison, verbal and written feedback, discussions (on line and in class) as well as more formal feedback related to assignment marks and grades. You are encouraged to draw on a variety of feedback to enhance your learning.

It is essential that you take action immediately if you realise that you have a problem that is affecting your study. Semesters are short, so we can help you best if you let us know as soon as problems arise. Regardless of whether the problem is related directly to your progress in the unit, if it is likely to interfere with your progress you should discuss it with your lecturer or a Community Service counsellor as soon as possible.

Unit Schedule

Week	Topic	Key dates
1	Introduction and Overview of e-business	Jul 15
2	e-business models	Jul 22
3	Internet Marketing	Jul 29
4	Implementation & Infrastructure for e-Business	Aug 05
5	Supply Chain Management for e-Business	Aug 12
6	Developing and e-Business Strategy	Aug 19
7	e-Business Payment Systems	Aug 26
8	Guest Lecture	Sep 02
9	e-Business Security	Sep 09
10	Mobile Business	Sep 16
11	Legal Issues in e-Business	Sep 23
Mid semester break		
12	Emerging Trends in e-Business	Oct 07
13	Review	Oct 14

Unit Resources

Prescribed text(s) and readings

Recommended texts:

See recommended texts.

Text books are available from the Monash University Book Shops. Availability from other suppliers cannot be assured. The Bookshop orders texts in specifically for this unit. You are advised to purchase your text book early.

Recommended text(s) and readings

Recommended texts:

- Jelassi, T. and Enders, A. (2005). Strategies for e-business: Creating value through electronic and mobile commerce. Prentice Hall, Edinburgh, UK. ISBN 0273688405
- Turban, E., Lee, J.K., King, D., McKay, J. and Marshall, P. (2007). Electronic Commerce: A Managerial Perspective (5th ed.). Prentice Hall, New Jersey, ISBN 9780135135440.
- Papazoglou, M.P. and Ribbers, P.M.A. (2006). e-Business Organizational and Technical Foundations John Wiley & Sons, Chichester, UK, ISBN 139780470843765.

Required software and/or hardware

To access weekly lecture/class materials, you will need an Adobe Acrobat reader, and Microsoft Office software (PowerPoint, Word, and Excel).

Equipment and consumables required or provided

Students will need access to:

- a personal computer with Windows XP
- the internet via dial-up connection or preferably by broadband
- a printer for assignments

On-campus students may use the facilities available in the computing labs. Information about computer use for students is available from the ITS Student Resource Guide in the Monash University Handbook.

Study resources

Study resources we will provide for your study are:

- The unit web site available through Blackboard
- Lecture notes/PowerPoint slides, tutorial sheets, case study notes, assignment specifications and other relevant materials and links available on the web site each week.
- A sample exam available on the web site in week 11.

Library access

The Monash University Library site contains details about borrowing rights and catalogue searching. To learn more about the library and the various resources available, please go to <http://www.lib.monash.edu.au>. Be sure to obtain a copy of the Library Guide, and if necessary, the instructions for remote access from the library website.

Monash University Studies Online (MUSO)

All unit and lecture materials are available through MUSO (Monash University Studies Online). Blackboard is the primary application used to deliver your unit resources. Some units will be piloted in Moodle. If your unit is piloted in Moodle, you will see a link from your Blackboard unit to Moodle (<http://moodle.monash.edu.au>) and can bookmark this link to access directly. In Moodle, from the Faculty of Information Technology category, click on the link for your unit.

You can access MUSO and Blackboard via the portal: <http://my.monash.edu.au>

Click on the Study and enrolment tab, then Blackboard under the MUSO learning systems.

In order for your Blackboard unit(s) to function correctly, your computer needs to be correctly configured.

For example:

- Blackboard supported browser
- Supported Java runtime environment

For more information, please visit: <http://www.monash.edu.au/muso/support/students/downloadables-student.html>

You can contact the MUSO Support by: Phone: (+61 3) 9903 1268

For further contact information including operational hours, please visit:

<http://www.monash.edu.au/muso/support/students/contact.html>

Further information can be obtained from the MUSO support site:

<http://www.monash.edu.au/muso/support/index.html>

Assessment

Unit assessment policy

To pass this unit, a student must obtain:

- at least 40% of the marks available for the every deliverable component including the presentation
- at least 50% of the total marks for the unit

In order to obtain a credit or better for this unit, a student must also gain the following:

- at least 50% of the marks available for the exam

If a student does not achieve 40% or more in the unit examination or the unit non-examination assessment then a mark of no greater than 44-N will be recorded for the unit.

Assignment tasks

- **Assignment Task**

Title : Assignment 1 (Individual)

Description :

Assignment specification will be handed out in lectures and also be available on the web site

Weighting : 15%

Criteria for assessment :

TBA

Due date : Tutorial, Week 6

- **Assignment Task**

Title : Assignment 2 (Group)

Description :

Assignment specification will be handed out in lectures and also be available on the web site

Weighting : 25%

Criteria for assessment :

Report and Presentation

Due date : Tutorial, Week 12

- **Assignment Task**

Title : Tutorial Participation & Portfolio

Description :

Students present a written portfolio of selected tutorial questions in week 10 and will be assessed on their contribution to tutorial discussions.

Weighting : 10%

Criteria for assessment :

Written portfolio and contribution to tutorial discussions.

Due date : Tutorial, Week 10

Examinations

- **Examination**

Weighting : 50%

Length : 2 hours

Type (open/closed book) : Closed book

Assignment submission

Assignments will be submitted by paper submission in tutorials with the appropriate cover sheet correctly filled out and attached.

Presentations will take place in tutorials and be assessed in tutorials.

Assignment coversheets

All assignments should include an appropriate signed FIT assignment cover page. Assignments submitted without an appropriate signed FIT assignment cover page will NOT be assessed. See the FIT web site for downloadable (PDF) copies of FIT assignment cover pages.

(URL: <http://infotech.monash.edu.au/resources/student/assignments/>)

Unless otherwise instructed, all assignments are to be submitted to your tutor during a specified tutorial. Assignments will also be returned during specified tutorials or at specified times.

University and Faculty policy on assessment

Due dates and extensions

The due dates for the submission of assignments are given in the previous section. Please make every effort to submit work by the due dates. It is your responsibility to structure your study program around assignment deadlines, family, work and other commitments. Factors such as normal work pressures, vacations, etc. are seldom regarded as appropriate reasons for granting extensions. Students are advised to NOT assume that granting of an extension is a matter of course.

If you believe that your assignment will be delayed because of circumstances beyond your control such as illness, you should apply for an extension prior to the due date. All applications for extensions must be made in writing to your lecturer. Medical certificates or other supporting documentation will be required.

Late assignment

Late assignments submitted without an approved extension may be accepted (up to one week late) at the discretion of the lecturer, but will be penalised at the rate of 10% of total assignment marks per day (including weekends). Assignments received later than one week after the due date will not normally be accepted.

Return dates

Students can expect assignments to be returned within two weeks of the submission date or after receipt, whichever is later.

Assessment for the unit as a whole is in accordance with the provisions of the Monash University Education Policy at <http://www.policy.monash.edu/policy-bank/academic/education/assessment/>

Plagiarism, cheating and collusion

Plagiarism and cheating are regarded as very serious offences. In cases where cheating has been confirmed, students have been severely penalised, from losing all marks for an assignment, to facing disciplinary action at the Faculty level. While we would wish that all our students adhere to sound ethical conduct and honesty, I will ask you to acquaint yourself with Student Rights and Responsibilities (<http://www.infotech.monash.edu.au/about/committees-groups/facboard/policies/studrights.html>) and the Faculty regulations that apply to students detected cheating as these will be applied in all detected cases.

In this University, cheating means seeking to obtain an unfair advantage in any examination or any other written or practical work to be submitted or completed by a student for assessment. It includes the use, or attempted use, of any means to gain an unfair advantage for any assessable work in the unit, where the means is contrary to the instructions for such work.

When you submit an individual assessment item, such as a program, a report, an essay, assignment or other piece of work, under your name you are understood to be stating that this is your own work. If a submission is identical with, or similar to, someone else's work, an assumption of cheating may arise. If you are planning on working with another student, it is acceptable to undertake research together, and discuss problems, but it is not acceptable to jointly develop or share solutions unless this is specified by your lecturer.

Intentionally providing students with your solutions to assignments is classified as "assisting to cheat" and students who do this may be subject to disciplinary action. You should take reasonable care that your solution is not accidentally or deliberately obtained by other students. For example, do not leave copies of your work in progress

on the hard drives of shared computers, and do not show your work to other students. If you believe this may have happened, please be sure to contact your lecturer as soon as possible.

Cheating also includes taking into an examination any material contrary to the regulations, including any bilingual dictionary, whether or not with the intention of using it to obtain an advantage.

Plagiarism involves the false representation of another person's ideas, or findings, as your own by either copying material or paraphrasing without citing sources. It is both professional and ethical to reference clearly the ideas and information that you have used from another writer. If the source is not identified, then you have plagiarised work of the other author. Plagiarism is a form of dishonesty that is insulting to the reader and grossly unfair to your student colleagues.

Register of counselling about plagiarism

The university requires faculties to keep a simple and confidential register to record counselling to students about plagiarism (e.g. warnings). The register is accessible to Associate Deans Teaching (or nominees) and, where requested, students concerned have access to their own details in the register. The register is to serve as a record of counselling about the nature of plagiarism, not as a record of allegations; and no provision of appeals in relation to the register is necessary or applicable.

Non-discriminatory language

The Faculty of Information Technology is committed to the use of non-discriminatory language in all forms of communication. Discriminatory language is that which refers in abusive terms to gender, race, age, sexual orientation, citizenship or nationality, ethnic or language background, physical or mental ability, or political or religious views, or which stereotypes groups in an adverse manner. This is not meant to preclude or inhibit legitimate academic debate on any issue; however, the language used in such debate should be non-discriminatory and sensitive to these matters. It is important to avoid the use of discriminatory language in your communications and written work. The most common form of discriminatory language in academic work tends to be in the area of gender inclusiveness. You are, therefore, requested to check for this and to ensure your work and communications are non-discriminatory in all respects.

Students with disabilities

Students with disabilities that may disadvantage them in assessment should seek advice from one of the following before completing assessment tasks and examinations:

- Faculty of Information Technology Student Service staff, and / or
- your Unit Coordinator, or
- Disabilities Liaison Unit

Deferred assessment and special consideration

Deferred assessment (not to be confused with an extension for submission of an assignment) may be granted in cases of extenuating personal circumstances such as serious personal illness or bereavement. Information and forms for Special Consideration and deferred assessment applications are available at <http://www.monash.edu.au/exams/special-consideration.html>. Contact the Faculty's Student Services staff at your campus for further information and advice.