



MONASH University

**FIT3101
B2C internet commerce**

Unit Guide

Semester 2, 2009

The information contained in this unit guide is correct at time of publication. The University has the right to change any of the elements contained in this document at any time.

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FIT3101 B2C internet commerce - Semester 2, 2009

Chief Examiner:

Dr Daminda Alahakoon

Senior Lecturer

Phone: +61 3 990 59662

Fax: +61 3 990 58731

Lecturer(s) / Leader(s):

Clayton

Mr Stephen Huxford

Honorary Research Fellow

Phone: +61 3 990 52304

Introduction

Welcome to FIT3101 B2C Internet Commerce for Semester 2, 2009. This 6 point unit is elective to Bachelor of Business Information Systems. The unit has been designed to develop and extend your skills in implementing e-solutions for b2c internet commerce.

Unit synopsis

This unit provides an introduction to the development of business systems for B2C internet commerce. A complete, non-trivial B2C application will be built, in phases, using specific, currently popular technologies. Through this development the student will acquire an appreciation of many of the hardware and software infrastructure and business issues involved. In addition specific, currently marketable, development skills will be learned.

Reasons for retailers to go on-line will be discussed as well as the risks and threats involved. Peripheral, but important issues, such as Search Engine Optimisation (SEO) will also be discussed. Typical hardware and software options and requirements will be assessed.

The B2C application to be built will involve product catalogs with search facilities, transaction processing using a third party (at various levels of dependency), shopping carts, product recommendations, customer accounts and application administration.

Emphasis will be placed on building highly flexible, modular/component-based B2C systems using a 3-tier application architecture.

Develops students understanding on the re-intermediation trend of portals, the implication of the push-pull model in the information portals, the use of search engine and the characteristics and properties of software agents in business applications.

Learning outcomes

This unit aims to develop students' knowledge of, and practical development skills in, B2C applications.

Upon completing the unit, students will be able to:

1. understand the business issues and context salient to B2C applications;
2. use popular software development packages for B2C Internet Commerce; and
3. develop a non-trivial B2C application, including for displaying catalogs and processing transactions.

Contact hours

4 hrs/week

Workload

For on campus students, workload commitments are:

- one 2 hour lecture and
- one 2 hour tutorial (or laboratory) (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.

Unit relationships

Prerequisites

BUS1060 or FIT1002

Prohibitions

IMS3280, BUS5960, BUS3960

Relationships

FIT3101 is a elective unit in the Bachelor of Business Information Systems. Before attempting this unit you must have satisfactorily completed FIT1002 Computer Programming OR FIT2013 e-Business Technologies or equivalent. You may not study this unit and IMS3280, BUS5960, Translation: BUS3960 in your degree.

Teaching and learning method

Lectures provide a theoretical framework and practical, detailed guide for the non-trivial e-Commerce project implemented in laboratory sessions.

Timetable information

For information on timetabling for on-campus classes please refer to MUTTS, <http://mutts.monash.edu.au/MUTTS/>

Tutorial allocation

On-campus students should register for tutorials/laboratories using the Allocate+ system:

<http://allocate.cc.monash.edu.au/>

Unit Schedule

Week	Topic	Key dates
1	Unit Administration + No e-Commerce Without Security	20 Jul
2	Basics of e-Commerce and e-Commerce Technologies	27 Jul
3	Starting Our e-Commerce Project	3 Aug
4	Dynamic Product Catalog Part 1	10 Aug
5	Dynamic Product Catalog Part 2	17 Aug
6	Dynamic Product Attributes	24 Aug
7	Search Engine Optimisation	31 Aug
8	Performance Considerations	7 Sep
9	Basic Payment Technologies	14 Sep
10	Catalog Administration	21 Sep
Mid semester break		
11	DIY Shopping Cart	5 Oct
12	Order Processing	12 Oct
13	Review and Revision	19 Oct

Unit Resources

Prescribed text(s) and readings

Prescribed Text:

Beginning ASP.NET E-Commerce in C#: From Novice to Professional

Cristian Darie and Karli Watson APress 2009

ISBN-13 (pbk): 978-1-4302-1074-0 ISBN-10 (pbk): 1-4302-1074-5

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

Huxford S., FIT3101 Lecture Notes and Tutorial Material

Required software and/or hardware

Microsoft Visual Studio 2008 (or Microsoft Visual Web Developer (free))

Microsoft SQL Server 2008 (or Microsoft SQL Server Express (free))

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

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
- A removable, rewritable, storage device (e.g. USB key or portable Hard Disc)

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:

Lecture slides, tutorial materials, assignment specifications, and a sample examination with suggested solutions can be downloaded from the FIT3101 Blackboard website.

Assessment

Overview

Examination (3 hours): 60%; Assessments; (40%).

Faculty assessment policy

To pass a unit which includes an examination as part of the assessment a student must obtain:

- 40% or more in the unit's examination, and
- 40% or more in the unit's total non-examination assessment, and
- an overall unit mark of 50% or more.

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

Assignment tasks

Assignment coversheets

Assignment coversheets are available via "Student Forms" on the Faculty website:

<http://www.infotech.monash.edu.au/resources/student/forms/>

You MUST submit a completed coversheet with all assignments, ensuring that the plagiarism declaration section is signed.

Assignment submission and return procedures, and assessment criteria will be specified with each assignment.

• Assignment task 1

Title:

e-Commerce Site Review

Description:

Review an e-Commerce site of your own choice.

Expected output is a short report.

Weighting:

10% of your final mark

Due date:

TBA

Remarks:

The review should document and comment on the structure and style of the site. It should also describe its good and bad points and explain and justify your opinions in these matters.

- **Assignment task 2**

Title:

Technology Review 1

Description:

You will be asked to explain, in detail, some part of the technology supporting the e-Commerce site we develop during the semester. Note: coding is not involved but reviewing coding or other technologies is. Basically you will be expected to demonstrate you have a thorough understanding of the specified technology.

Expected output is a short report.

Weighting:

10% of your final mark

Due date:

TBA

- **Assignment task 3**

Title:

Technology Review 2

Description:

You will be asked to explain, in detail, some part of the technology supporting the e-Commerce site we develop during the semester. Note: coding is not involved but reviewing coding or other technologies is. Basically you will be expected to demonstrate you have a thorough understanding of the specified technology.

Expected output is a short report.

Weighting:

10% of your final mark

Due date:

TBA

- **Assignment task 4**

Title:

Technology Review 3

Description:

You will be asked to explain, in detail, some part of the technology supporting the e-Commerce site we develop during the semester. Note: coding is not involved but reviewing coding or other technologies is. Basically you will be expected to demonstrate you have a thorough understanding of the specified technology.

Expected output is a short report.

Weighting:

10% of your final mark

Due date:

TBA

Examination

- **Weighting:** 60%

Length: 3 hours

Type (open/closed book): Closed book

See Appendix for End of semester special consideration / deferred exams process.

Due dates and extensions

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 not regarded as appropriate reasons for granting extensions. Students are advised to NOT assume that granting of an extension is a matter of course.

Students requesting an extension for any assessment during semester (eg. Assignments, tests or presentations) are required to submit a Special Consideration application form (in-semester exam/assessment task), along with original copies of supporting documentation, directly to their lecturer within two working days before the assessment submission deadline. Lecturers will provide specific outcomes directly to students via email within 2 working days. The lecturer reserves the right to refuse late applications.

A copy of the email or other written communication of an extension must be attached to the assignment submission.

Refer to the Faculty Special consideration webpage or further details and to access application forms:
<http://www.infotech.monash.edu.au/resources/student/equity/special-consideration.html>

Late assignment

Assignments received after their due date will be subject to a penalty of 1 mark per day late (including weekends). This amounts to 1% of your final mark per day late.

This policy is in place to promote fair treatment of all students.

Return dates

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

Appendix

Please visit the following URL: <http://www.infotech.monash.edu.au/units/appendix.html> for further information about:

- Continuous improvement
- Unit evaluations
- Communication, participation and feedback
- Library access
- Monash University Studies Online (MUSO)
- Plagiarism, cheating and collusion
- Register of counselling about plagiarism
- Non-discriminatory language
- Students with disability
- End of semester special consideration / deferred exams