FIT5092
Electronic business

Unit Guide
Semester 2, 2009

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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

This unit provides an introduction to e-business and how e-business relates to broader enterprise issues. The unit will explore e-business from a management as well as technology perspective covering the major issues facing business and managers in effectively managing e-business in contemporary organisations. It examines the evolving nature of e-business, its impacts on organisations, and how managers can effectively harness the potential of e-business investments to achieve organizational goals. The unit also involves study of the main theoretical and practical issues of e-business, e-business solutions in various environments, emerging patterns and their potential impacts on e-business.

Learning outcomes

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:

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

Contact hours

3 x contact hrs/week

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.
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Unit relationships

Prohibitions

IMS5007

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.
Teaching and learning method

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

Timetable information

For information on timetabling for on-campus classes please refer to MUTTS, [http://mutts.monash.edu.au/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/](http://allocate.cc.monash.edu.au/)

Unit Schedule

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


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.
Assessment

Overview

Active participation in tutorials: 10%; Two assignments: 15% and 25%; Examination (two hours): 50%

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.

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 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: Assignment 1 (Individual)
  
  Description: Assignment specification will be handed out in lectures and also be available on the web site
  
  Weighting: 15%
  
  Due date: Tutorial, Week 6
Assignment task 2

Title: Assignment 2 (Group)

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

Weighting: 25%

Due date: Tutorial, Week 12

Assignment task 3

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%

Due date: Tutorial, Week 10

Examination

- Weighting: 50%
  Length: 2 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

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.
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