FIT1009
e-Commerce systems

Unit Guide

Semester 2, 2010

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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FIT1009 e-Commerce systems - Semester 2, 2010

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Introduction

Welcome to FIT1009 eCommerce Systems! This 6 credit-point unit is a core unit for the Business Systems major of Bachelor of Information Technology and Systems (BITS). At the end of the unit, students will be able to understand and evaluate many important concepts and technologies in e-commerce and e-business. Students will be all e-savvy when they prepare to take on business.

Unit synopsis

This unit introduces fundamental electronic commerce systems and technologies including internet commerce infrastructures, relationships to business strategies, client-side and server-side security, legal and management issues for effective use of internet commerce. It provides students with necessary information and knowledge about the purpose, structure, and use of the internet-based business systems. Specific topics in this unit include:
the internet and business use of the Internet. Internet commerce and Internet mechanisms and infrastructures. Business to consumer and business to business revenue models. Internet commerce standards and security. Electronic payment systems. Internet commerce strategies, intranets and extranets, managing and maintaining an internet commerce presence. Global opportunities and issues and trends in internet commerce. Internet commerce software and multimedia. internet and mobile communcation gateways. Internet commerce standards and security. Internet transaction processing and business models for the Internet. Managing and on-line internet case development.

Learning outcomes

This unit aims to provide students with necessary information and knowledge of how the Internet can be used for solving business problems.
At the completion of this unit students will be able to:

- understand Internet mechanisms and infrastructures and their application;
- describe different business to consumer and business to business revenue models;
- describe the role of online payment systems and how they are implemented;
- explain why standards and security are required for Internet commerce;
- develop an extensive understanding of how Internet commerce concepts, strategies, mechanisms, and infrastructures are brought together to produce Internet-based commerce systems;
- discuss issues and trends in Internet commerce.

Contact hours

2 hrs lectures/wk, 2 hrs laboratories/wk

Workload

For on campus students, workload commitments are:

- two-hour lecture and
- two-hour tutorial (or laboratory) (requiring advance preparation)
- a minimum of 2-3 hours of personal study per one hour of contact time inorder to satisfy the reading and assignment expectations.
- You will need to allocate up to 4 hours per week for use of a computer, including time for newsgroups/discussion groups.

Off-campusstudents generally do not attend lecture and tutorial sessions,however, you should plan to spend equivalent time working through the unit resources and participating in discussion groups each week.

Unit relationships

Co-requisites

FIT1003

Prohibitions

GCO2601, GCO2803, BEW1601, ELC1000, IMS2704, IMS3280, BEG1601, CPE3008, FIT2052

Teaching and learning method

Teaching approach

- The unit is taught in both on-campus and off-campus modes

- On campus students will have one 2 hour lecture and one 2 hour tutorial per week.

- Copies of lecture slides and tutorial exercises will be made available to all students through the unit website.

- All students, on and off campus will be supplied with online study materials.

- Lectures will provide students with the knowledge of fundamental theories and concepts. The tutorials will provides tudents with an opportunity to discuss and apply the concepts through case studies and problem solving exercises.

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.its.monash.edu.au/

Off-Campus Learning or flexible delivery

Off-campus learning offers students with the flexibility of learning anywhere around the world.

Unit Schedule

Week	Date*	Topic	Study guide	Key dates
1	19/07/10	Overview of eCommerce	1	
2	26/07/10	B2C Models	2	
3	02/08/10	B2B Models	3	
4	09/08/10	Technologies of eCommerce	4	
5	16/08/10	Web Marketing	5	
6	23/08/10	MobileCommerce / Web Design	6	
7	30/08/10	Client Side Security	7	29 August (A1 due)
8	06/09/10	Communication Channel Security	8	
9	13/09/10	Server Side Security/Security Protocols	9	
10	20/09/10	Payments Systems 1	10	
Mid semester break				
11	04/10/10	Payment Systems 2	11	

| 12 | 11/10/10 | Legal, Ethical and Tax Issues | 12 | 17 October (A2 Due) |
| 13 | 18/10/10 | Review | | |

*Please note that these dates may only apply to Australian campuses of Monash University. Off-shore students need to check the dates with their unit leader.

Unit Resources

Prescribed text(s) and readings

Schneider, Gary, *"Electronic Commerce"*, Thomson Course Technology, 8th Edition, 2009, ISBN 13: 978-1-4239-0305-5

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

Recommended readings will be specified in the weekly study guides.

Required software and/or hardware

There is no software requirement

Equipment and consumables required or provided

Students studying off-campus are required to have the minimum system configuration specified by the Faculty as a condition of accepting admission, and regular Internet access. On-campus students, and those studying at supported study locations 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. You will need to allocate up to **4** hours per week for use of a computer, including time for newsgroups/discussion groups.

Study resources

Study resources we will provide for your study are:

The FIT1009 web site on MUSO (https://my.monash.edu.au/muso/blackboard/login/), which provides

- weekly study guides
- lecture slides
- weekly tutorial requirements
- assignment specifications
- sample solutions and
- supplementary materials.

This web site also contains:

- newsgroups / discussion forums
- online assignment submission system

This Unit Information outlining the administrative information for the unit

Assessment

Overview

Examination (3 hours): 60%; In-semester assessment: 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 50% then a mark of no greater than 49-N will be recorded for the unit.

The unit is assessed with two assignments and a three hour closed book examination. To pass the unit you must:

- attempt both assignments and the examination
- achieve no less that 40% of the possible marks in the exam
- achieve no less that 40% of the possible marks in assignments
- achieve no less than 50% of possible marks

Final grade = E*R+A*(1-R)

- *A=overall assignment percentage*
- *E=examination percentage*
- *R= exam weighting (0.6)*

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 submission and preparation requirements will be detailed in each assignment specification. Submission must be made by the due date otherwise penalties will be enforced. You must negotiate any extensions formally with your campus unit leader via the in-semester special consideration process:
http://www.infotech.monash.edu.au/resources/student/equity/special-consideration.html.

- **Assignment task 1**

  Title:
  Assignment 1
  Description:
  This assignment consists of a number of short-answer questions, covering the topics taught in the first five weeks of the semester. The questions will test your understanding of main concepts and technologies of eCommerce systems.
  Weighting:
  20%
  Criteria for assessment:
  The assignment will be marked using the following criteria: (1) Correctness, (2) Relevance and (3) Clarity. A detailed marking scheme will be published together with assignment questions.
  Due date:
  29 August, 2010

- **Assignment task 2**

  Title:
  Assignment 2
  Description:
  This assignment consists of a number of short-answer questions, covering the topics taught in the second part of the semester. The questions will test your understanding of main concepts and technologies of eCommerce systems.
  Weighting:
  20%
  Criteria for assessment:
  The assignment will be marked using the following criteria: (1)Correctness, (2) Relevance and (3) Clarity. A detailed marking schemewill be published together with assignment questions.
  Due date:
  17 October, 2010

Examination

-
  Weighting:
  60%
  Length:
  3 hours
  Type (open/closed book):
  closed book
  Electronic devices allowed in the exam:
  None

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 the due date will be subject to a penalty of 5% for each day an assignment is late, up until the cutoff date. No assignment will be accepted after the cutoff date (usually 1 week after the due date).

Return dates

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

Feedback

Types of feedback you can expect to receive in this unit are:

Graded assignments with comments

Solutions to tutes, labs and assignments

Regular discussion via the relevant MUSO unit discussion groups.

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