



**MONASH** University  
Information Technology

**FIT3009**  
**e-Business 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.

*Last updated: 14 Jul 2010*

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# **FIT3009 e-Business systems - Semester 2, 2010**

## **Chief Examiner:**

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Senior Lecturer

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Contact hours: 11AM to 1PM (e-mail: mahbubur.rahim@infotech.monash.edu.au)

## **Lecturer(s) / Leader(s):**

### **Clayton**

### **Dr Mahbubur Rahim**

Senior Lecturer

Phone: +61 3 990 59952 +61 3 990 32352

Fax: +61 3 990 31077

Contact hours: Thursday 11AM to 1PM (e-mail: mahbubur.rahim@infotech.monash.edu.au)

## **Additional communication information:**

New phone number is: 99032352

## Unit synopsis

This unit incorporates organisational, inter-organisational and foundational technological issues in e-Business systems. Students are introduced to the fundamentals of trading systems so they can be better placed within an e-Business context. Various types of e-business models are discussed. Contents and processes involved in e-business planning and strategy development are reviewed. Ways to manage changes caused by e-business initiatives are discussed. Electronic auctions and their relationships with business procurement processes are discussed. Security mechanisms safeguarding e-business transactions are reviewed.

## Learning outcomes

At the completion of this unit students will have -

A knowledge and understanding of:

- various types of e-business models adopted by organisations;
- how e-Business projects facilitate trading processes found in organisations, the role of strategic planning to e-Business initiatives, and the basics of various types of web-enabled auction strategies and how they relate to electronic procurement projects undertaken by organisations.

Developed attitudes that enable them to:

- develop an ability to identify and manage changes caused by introducing e-Business initiatives;
- develop an ability to select appropriate e-Business projects to business.

Demonstrated the communication skills necessary to:

- develop a professional attitude towards the management and development of e-Business projects;
- develop the skills for preparing e-business strategy in alignment with business goals.

## Contact hours

2 hrs lectures/wk, 2 hrs laboratories/wk

## Workload

The expected workload commitments are:

- two-hour lecture and
- two-hour tutorial (requiring advance preparation especially for case study scenarios)
- 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 assignments.

## Unit relationships

## **Prerequisites**

Completion of 12 points from FIT

## **Prohibitions**

BUS2710

## Teaching and learning method

### Teaching approach

Teaching and learning approach will be based on the use of behaviourism and cognitivism theories. This is because the students are very much given a controlled environment with a pre-defined set of learning objectives which they must satisfy by demonstrating measurable outcomes through tutorials and assignments. The theory of cognitivism is suitable for this unit because the learners have their knowledge built by the lecturer who aims to convey his mental construct of the concepts of advanced business information systems to the learners. The message passed by the lecturer helps learners in understanding and internalizing the principles of the unit.

### 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/>

### Unit Schedule

Week	Date*	Topic	References/Readings	Key dates
1	19/07/10	eBusiness overview	Turban (2010) text book	
2	26/07/10	Online retailing	Turban (2010) text book	
3	02/08/10	Online retailing and its impact on industry	Turban (2010) text book	
4	09/08/10	E-marketplaces	Turban (2010) text book	
5	16/08/10	B2B buy side eBusiness	Turban (2010) text book	
6	23/08/10	B2B sell side eBusiness	Turban (2010) text book	Assignment 1 due
7	30/08/10	B2B sell side e-marketplaces	Turban (2010) text book	
8	06/09/10	Electronic government	Turban (2010) text book	
9	13/09/10	Mobile commerce	Turban (2010) text book	
10	20/09/10	Stratgey for e-commerce	Turban (2010) text book	
Mid semester break				
11	04/10/10	Legal and ethical issues in eBusiness	Pearlson, Keri &	

			Saunders, Carol S. (2006) text book chapter 8 and Turban (2010) text book	
12	11/10/10	Online community and collaborative commerce	Turban (2010) and Kenneth Laudon and Carol Traver (2009) text book chapter 11	Assignment 2 due
13	18/10/10	Exam revision		

\*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.

### **Improvements to this unit**

Based on student feedback, very technical oriented XML was removed. Two new topics were included: collaborative commerce and online social networking.

## **Unit Resources**

### **Prescribed text(s) and readings**

Efraim Turban, David King, Jae Lee, Ting-Peng Liang and Deborrah Turban (2010) Electronic commerce 2010: A Managerial Perspective, Pearson

### **Recommended text(s) and readings**

- a) Dave Chaffey (2009) E-business and e-commerce management, Fourth edition, FT Prentice Hall.
- b) Gary P. Schneider (2009) Electronic commerce, 8th edition, Course Technology, Cengage Learning.

### **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 3 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:

- Weekly detailed lecture notes outlining the learning objectives, discussion of the contents required readings and exercises
- Weekly tutorial or laboratory tasks and exercises
- Sample exam paper



## Assessment

### Overview

Examination (2 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.

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- 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 49-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 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: Blue Nile dot com - Success and impact on jewelry industry

**Description:**

This assignment has been designed to test students' understanding about how competition in the industry has been changed as a result of the emergence of many successful dot companies.

**Weighting:**

20%

**Criteria for assessment:**

Assignment will be evaluated for the relevance and accuracy of analysis of information collected from existing literature and Blue Nile.com company.

**Due date:**

August 27 (Friday), 2010

- **Assignment task 2**

**Title:**

Assignment 2: E-government assessment of Australian council web sites

**Description:**

This broad aim of this assignment is to test students' understanding about e-government initiatives. The assignment requires students to evaluate the current practice of digital government by any two municipality councils located in the state of Victoria, Australia. Students are required to apply Moon's (2002) five-stage e-government framework and use a set of measures (will be provided) which were developed based on that framework, to assist their evaluation of the e-government practice adopted by the selected councils drawing on their web sites.

**Weighting:**

20%

**Criteria for assessment:**

Useful criteria will be given on assignment documents

**Due date:**

15 October (Friday) 2010

## Examination

- 

**Weighting:**

60%

**Length:**

2 hours

**Type (open/closed book):**

Closed book

**Electronic devices allowed in the exam:**

None

**Remarks:**

Exams paper consists of three parts: MCQ, discussion questions and mini-case based analytical questions

**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% per day**, including weekends. Assignments received later than one week (seven days) after the due date will not normally be accepted. In some cases, this period may be shorter if there is a need to discuss sample solutions.

This policy is strict because comments or guidance will be given on assignments as they are returned, and sample solutions may also be discussed, after assignment marking or with the returned assignment.

## **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