MONASH University
Information Technology

**FIT3101
B2C internet commerce**

Unit Guide

Semester 2, 2010

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FIT3101 B2C internet commerce - Semester 2, 2010

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Introduction

Welcome to FIT3101 B2C Internet Commerce. 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

At the completion of this unit students will have -

- knowledge of, and practical development skills in, B2C applications;
- an understanding of the business issues and context salient to B2C applications;
- ability to use popular software development packages for B2C Internet Commerce; and
- ability to develop a non-trivial B2C application, including for displaying catalogs and processing transactions.

Contact hours

2 hrs lectures/wk, 2 hrs laboratories/wk

Workload

For on campus students, workload commitments are:

- one 2 hour lecture and
- one 2 hour laboratory (requiring advance preparation)
- a minimum of 3-4 hours of personal study per one hour of contact time in order to satisfy the reading and assignment expectations.

Unit relationships

Prerequisites

FIT1002 or BUS1060

Prohibitions

IMS3280, BUS3960, BUS5960

Teaching and learning method

Teaching approach

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.its.monash.edu.au/

Unit Schedule

Week	Date*	Topic	Key dates
1	19/07/10	Unit Administration + No e-Commerce Without Security	
2	26/07/10	Basics of e-Commerce and e-Commerce Technologies	
3	02/08/10	Starting Our e-Commerce Project	
4	09/08/10	Dynamic Product Catalog Part 1	
5	16/08/10	Dynamic Product Catalog Part 2	
6	23/08/10	Dynamic Product Attributes	26-08 Assign 1 due
7	30/08/10	Search Engine Optimisation	
8	06/09/10	Performance Considerations	09-09 Assign 2 due
9	13/09/10	Basic Payment Technologies	
10	20/09/10	Catalog Administration	
Mid semester break			
11	04/10/10	DIY Shopping Cart	07-10 Assign 3 and 4 due
12	11/10/10	Order Processing	
13	18/10/10	Review and 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

Latest version of software packages will be used in the delivery of this unit, namely Visual Studio.NET 2008 and SQL Server 2008.

You have the opportunity to provide feedback through Monquest evaluation during the semester and Unit Evaluation at the end of the semester.

Unit Resources

Prescribed text(s) and readings

Prescribed Text:

The following text is available as an electronic resource from the library (search for E-Commerce C# Darie Watson Electronic Resource).

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

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.

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:
    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
  Criteria for assessment:
    This is a review including the good and bad points of a Web site chosen by you.

    You will be marked on the originality and comprehensiveness of your review.

Several topics will be suggested in the assignment specification.
Due date:
26-08-10
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:
Technologly 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
Criteria for assessment:
You will be asked to explain, in detail, some specific technical details of of the B2C site being built.

The questions have specific correct answers that indicate how well you understand the code we are using.
Due date:
09-09-10

- **Assignment task 3**

Title:
Technologly 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
Criteria for assessment:
You will be asked to explain, in detail, some specific technical details of of the B2C site being built.

The questions have specific correct answers that indicate how well you understand the code we are using.
Due date:
07-10-10

- **Assignment task 4**

  Title:
  Technologly 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
  Criteria for assessment:
  You will be asked to explain, in detail, some specific technical details of of the B2C site being built.

  The questions have specific correct answers that indicate how well you understand the code we are using.
  Due date:
  7-10-10

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 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.

Feedback

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

Informal feedback on progress in labs/tutes

Graded assignments with comments

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