# Table of Contents

**FIT5092 Electronic business - Semester 2, 2010**

- Chief Examiner: ................................................................................................. 1
- Lecturer(s) / Leader(s): .................................................................................... 1
  - Caulfield .............................................................................................................. 1

## Introduction ........................................................................................................... 2

## Unit synopsis ......................................................................................................... 2

## Learning outcomes ............................................................................................... 2

## Contact hours ....................................................................................................... 2

## Workload .............................................................................................................. 2

## Unit relationships ................................................................................................. 2

## Prohibitions .......................................................................................................... 2

## Teaching and learning method ........................................................................... 3
  - Teaching approach ............................................................................................. 3
  - Timetable information ........................................................................................ 3
  - Tutorial allocation .............................................................................................. 3
  - Unit Schedule .................................................................................................... 3

## Unit Resources ..................................................................................................... 4
  - Prescribed text(s) and readings .......................................................................... 4
  - Recommended text(s) and readings .................................................................. 4
  - Required software and/or hardware .................................................................. 4
  - Equipment and consumables required or provided ........................................... 4
  - Study resources .................................................................................................. 4

## Assessment ........................................................................................................... 5
  - Overview ............................................................................................................. 5
  - Faculty assessment policy .................................................................................. 5
  - Assignment tasks ............................................................................................... 5
  - Examination ....................................................................................................... 6
  - Due dates and extensions .................................................................................... 6
  - Late assignment .................................................................................................. 7
  - Return dates ....................................................................................................... 7
  - Feedback ............................................................................................................ 7

## Appendix ............................................................................................................... 8
FIT5092 Electronic business - Semester 2, 2010

Chief Examiner:
Caddie Gao

Lecturer(s) / Leader(s):
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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 explores 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 organisational 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

At the completion of this unit students will be able to:

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

Contact hours

2 hrs lectures/wk, 1 hr tutorial/wk

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.

Unit relationships

Prohibitions

IMS5007, BUS5960
Teaching and learning method

Teaching approach

- 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/

Tutorial allocation

On-campus students should register for tutorials/laboratories using the Allocate+ system: http://allocate.its.monash.edu.au/

Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date*</th>
<th>Topic</th>
<th>Key dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>19/07/10</td>
<td>Introduction and Overview of e-business</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>26/07/10</td>
<td>e-business models</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>02/08/10</td>
<td>Internet Marketing</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>09/08/10</td>
<td>Implementation &amp; Infrastructure for e-Business</td>
<td>Assignment 1 Due</td>
</tr>
<tr>
<td>5</td>
<td>16/08/10</td>
<td>Supply Chain Management for e-Business</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>23/08/10</td>
<td>Developing an e-Business Strategy</td>
<td>Assignment 1 Due</td>
</tr>
<tr>
<td>7</td>
<td>30/08/10</td>
<td>e-Business Payment Systems</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>06/09/10</td>
<td>Guest Lecture</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>13/09/10</td>
<td>e-Business Security</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>20/09/10</td>
<td>Mobile Business</td>
<td>Portfolio Due</td>
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<tr>
<td></td>
<td></td>
<td>Mid semester break</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>04/10/10</td>
<td>Legal Issues in e-Business</td>
<td>Assignment 2 Due</td>
</tr>
<tr>
<td>12</td>
<td>11/10/10</td>
<td>Emerging Trends in e-Business</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>18/10/10</td>
<td>Review</td>
<td></td>
</tr>
</tbody>
</table>

*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

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
- Lecture notes/PowerPoint slides, tutorial sheets, case study notes, assignment specifications and other relevant materials and links available on the web site each week.
Assessment

Overview

Examination (2 hours): 50%; In-semester assessment: 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 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: Assignment 1 (Individual)

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

Weighting: 15%

Criteria for assessment: TBA

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%

**Criteria for assessment:**
Report and Presentation

**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%

**Criteria for assessment:**
Written portfolio and contribution to tutorial discussions.

**Due date:**
Tutorial, Week 10

**Examination**

- **Weighting:**
  50%

- **Length:**
  2 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

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.

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