MONASH University
Information Technology

FIT2052
Electronic business

Unit Guide

Semester 1, 2011

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FIT2052 Electronic business - Semester 1, 2011

This unit introduces students to the ways organisations and businesses use the Internet and related technologies to securely conduct business activities. Students will acquire an understanding of the way e-business is carried out across all kinds of organisations for transactions and other business purposes. Students will analyse and design an e-business solution as part of a preliminary business case in order to gain an understanding of how e-business concepts can be applied to specific organisational and business environments.
Topics include:

- The nature of e-business and its infrastructure components - for businesses, services sector, government, health, communities, not-for-profit etc
- Using Internet concepts and technologies for developing Intranets and intra-organisational systems and integration
- Web site development and implementation issues
- Web interfaces and back office systems integration
- E-business implementation, business process integration and change management
- Inter-organisational systems (IOS) - including current developments in EDI, VANS and VPNs
- Electronic Payment Systems
- Demand chains, Customer Relationship Management (CRM) in electronic marketing
- E-procurement and supply chain management
- Mobile systems and e-business
- The use of Web Services (.NET, XML etc), middleware and object-broking in e-business systems
- Legal, Privacy and security issues in e-business
- E-business models and cases
- Trends for e-business

Mode of Delivery

South Africa (Day)

Contact Hours

2 hrs lectures/wk, 2 hrs laboratories/wk

Workload

Workload commitments are:

- two-hour lecture and
- one-hour studio (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

BEW1601, CPE3008, ELC1000, GCO2803, IMS2704, IMS3280, FIT1009

Prerequisites

FIT1003 or IMS1704 or equivalent

Chief Examiner

Tarirai Chani

Campus Lecturer

South Africa

Tarirai Chani

Contact hours: 10:30 - 12:30 Monday - Wednesday

Tutors

South Africa

Shayla Morar

Learning Objectives

At the completion of this unit students will have:
A knowledge and understanding of:

- the concept of e-business, that is, how organisations and businesses organise their activities using the Internet and associated technologies to communicate, carry out and record transactions both internally and externally;
- the nature of e-business activities across business, government, community and not-for-profit sectors;
- core e-business activities and processes e.g. change management, EDI, electronic record keeping, negotiation;
- the legal, privacy and security issues and implications of using the internet to conduct e-business;
- the implications for businesses and organisations of trends in e-business; and
- the need for the integration of web interfaces with back office systems and other business processes.

Developed attitudes that enable them to:

- appreciate the complexity of legal, privacy and security issues and their implications for conducting e-business; and
- appreciate the impetus of the internet and related technologies in driving internal integration and external business relationships and service provision (including mobile systems and web

services).

Gained practical skills to:

- analyse the potential for an e-business approach in a specific business or organisational environment and to prepare a simple e-business case.

Demonstrated the communication skills necessary to:

- work in a small team to analyse the potential for an e-business approach in a specific business or organisational environment and to contribute to the preparation of a simple e-business case.

Graduate Attributes

Monash prepares its graduates to be:

1. responsible and effective global citizens who:

a. engage in an internationalised world
b. exhibit cross-cultural competence
c. demonstrate ethical values

critical and creative scholars who:

a. produce innovative solutions to problems
b. apply research skills to a range of challenges
c. communicate perceptively and effectively

Assessment Summary

Examination (3 hours): 60%; In-semester assessment: 40%

Assessment Task	Value	Due Date
Assignment 1 (Individual)	15%	Tutorial, Week 6
Assignment 2 (Group)	30%	Tutorial, Week 12
Tutorial Participation	5%	Tutorials throughout semester
Examination 1	50%	To be advised

Teaching Approach

Lecture and tutorials or problem classes

This teaching and learning approach provides facilitated learning, practical exploration and peer learning. Tutorial participation is significant as it contributes 5% to the final assessment marks.

Feedback

Our feedback to You

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

- Informal feedback on progress in labs/tutes
- Graded assignments with comments
- Quiz results
- Solutions to tutes, labs and assignments
- Other: Feed back during Tutor and Lecturer consultations

Your feedback to Us

Monash is committed to excellence in education and regularly seeks feedback from students, employers and staff. One of the key formal ways students have to provide feedback is through SETU, Student Evaluation of Teacher and Unit. The University's student evaluation policy requires that every unit is evaluated each year. Students are strongly encouraged to complete the surveys. The feedback is anonymous and provides the Faculty with evidence of aspects that students are satisfied and areas for improvement.

For more information on Monash's educational strategy, and on student evaluations, see:
http://www.monash.edu.au/about/monash-directions/directions.html
http://www.policy.monash.edu/policy-bank/academic/education/quality/student-evaluation-policy.html

Previous Student Evaluations of this unit

If you wish to view how previous students rated this unit, please go to
https://emuapps.monash.edu.au/unitevaluations/index.jsp

Required Resources

To access weekly lecture/class materials, you will need an Adobe Acrobat reader, and Microsoft Office software (PowerPoint, Word, and Excel).

Unit Schedule

Week	Date*	Activities	Assessment
0	21/02/11		No formal assessment or activities are undertaken in week 0
1	28/02/11	Introduction to e-Business	
2	07/03/11	Technology Infrastructure: The Internet and the World Wide Web	
3	14/03/11	Business Models for e-Business	
4	21/03/11	Electronic Marketing and Internet Customer Management	
5	28/03/11	Web Site Development Issues for e-Business	
6	04/04/11		

			Business-to-Business and Electronic Supply Chain Management	Assignment 1 Due in tutorial
7	11/04/11	Electronic Payment Systems		
8	18/04/11	E-Business Security		
Mid semester break				
9	02/05/11	Guest Lecture		
10	09/05/11	Mobile Business		
11	16/05/11	Legal and Ethical Issues		
12	23/05/11	Trends in e-business		Assignment 2 Due in tutorial, Assessment Task 3 is a weekly assessment: Tutorials throughout semester
	30/05/11	SWOT VAC		No formal assessment is undertaken SWOT VAC

*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.

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

Assessment Tasks

Participation

- **Assessment task 1**

  Title:
  Assignment 1 (Individual)
  Description:
  Research an e-business marketplace.

  Assignment specification will be handed out in lectures and also be available on the web site
  Weighting:
  15%
  Criteria for assessment:

The criteria used to assess submissions are:

♦ Correctness and understanding - there may be more than one "right" answer in many cases.
♦ Completeness - that you have answered all parts of each question.
♦ Presentation - that you have presented your answers using the appropriate method.
♦ Use of evidence and argument - you are able to explain your position by using logical argument.

Due date:

Tutorial, Week 6

● **Assessment task 2**

Title:

Assignment 2 (Group)

Description:

Design a solution to a business problem.

Assignment specification will be handed out at lectures and also be available on the web site

Weighting:

30%

Criteria for assessment:

The criteria used to assess submissions are:

♦ Correctness and understanding - there may be more than one "right" answer in many cases. We will look for answers that reflect understanding of the underlying principles and theories.
♦ Completeness - that you have answered all parts of each question.
♦ Presentation - that you have presented your answers using the appropriate method.
♦ Use of evidence and argument - you are able to explain your position by using logical argument drawing on the theory presented in the unit.

Due date:

Tutorial, Week 12

● **Assessment task 3**

Title:

Tutorial Participation

Description:

Students will be assessed on their contribution to tutorial discussions.

Weighting:

5%

Criteria for assessment:

contribution to tutorial discussions

Due date:

Tutorials throughout semester

Examinations

- **Examination 1**

  Weighting:
  50%
  Length:
  3 hours
  Type (open/closed book):
  Closed book
  Electronic devices allowed in the exam:
  None

Assignment submission

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.

Extensions and penalties

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.

Returning assignments

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

Resubmission of assignments

No resubmission of assignments

Referencing requirements

The refererencing style for the unit will be:

- American Psychological Association (APA)

Find conventions at http://www.lib.monash.edu.au/tutorials/citing/

Policies

Monash has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University's academic standards, and to provide advice on how they might uphold them. You can find Monash's Education Policies at:
http://policy.monash.edu.au/policy-bank/academic/education/index.html

Key educational policies include:

- Plagiarism
  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-policy.html)
- Assessment
  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/assessment-in-coursework-p
- Special Consideration
  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/special-consideration-policy.h
- Grading Scale
  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/grading-scale-policy.html)
- Discipline: Student Policy
  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/student-discipline-policy.html)
- Academic Calendar and Semesters (http://www.monash.edu.au/students/key-dates/);
- Orientation and Transition (http://www.infotech.monash.edu.au/resources/student/orientation/); and
- Academic and Administrative Complaints and Grievances Policy
  (http://www.policy.monash.edu/policy-bank/academic/education/management/complaints-grievance-policy.

Student services

The University provides many different kinds of support services for you. Contact your tutor if you need advice and see the range of services available at www.monash.edu.au/students The Monash University Library provides a range of services and resources that enable you to save time and be more effective in your learning and research. Go to http://www.lib.monash.edu.au or the library tab in my.monash portal for more information. Students who have a disability or medical condition are welcome to contact the Disability Liaison Unit to discuss academic support services. Disability Liaison Officers (DLOs) visit all Victorian campuses on a regular basis

- Website: http://adm.monash.edu/sss/equity-diversity/disability-liaison/index.html;
- Telephone: 03 9905 5704 to book an appointment with a DLO;
- Email: dlu@monash.edu
- Drop In: Equity and Diversity Centre, Level 1 Gallery Building (Building 55), Monash University, Clayton Campus.

READING LIST

Schneider, G. P. (2010). E-Business. (9th ed.), Cengage Learning, ISBN 978-0-538-46925-8.

Turban, E., King, D., McKay,Lee, J., P., Liang TP, and Turban, D. (2007). *Electronic Commerce 2010: A Managerial Perspective* (6th ed.). Prentice Hall, New Jersey,ISBN 978-0-13-703465-9.