MONASH University
Information Technology

**FIT3009
e-Business systems**

Unit Guide

Semester 1, 2011

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: 27 Feb 2011

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FIT3009 e-Business systems - Semester 1, 2011

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.

Mode of Delivery

Clayton (Day)

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

Prohibitions

BUS2710

Prerequisites

Completion of 12 points from FIT

Chief Examiner

Mahbubur Rahim

Campus Lecturer

Clayton

Dr Mahbubur Rahim

Contact hours: Friday 2PM to 5PM, Room H7.44, Building H, Caulfield, E-mail: mahbubur.rahim@infotech.monash.edu.au

Tutors

Clayton

Nergiz Ilhan and Pamela Spink

Contact hours: TBA

Learning Objectives

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.

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

Assessment Task	Value	Due Date
Assignment 1: Analysing Website Characteristics and Revenue Models of B2C Retail Companies	20%	Friday 15 April 2011
Assignment 2: Online Procurement in the Australian Local Government Sector	20%	Friday 20 May 2011
Examination 1	60%	To be advised

Teaching Approach

Lecture and tutorials or problem classes

This teaching and learning approach provides facilitated learning, practical exploration and peer learning.

Feedback

Our feedback to You

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

- Graded assignments with comments
- Solutions to tutes, labs and assignments

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

Unit Schedule

Week	Date*	Activities	Assessment
0	21/02/11		No formal assessment or activities are undertaken in week 0
1	28/02/11	eBusiness overview	
2	07/03/11	eBusiness models	
3	14/03/11	Online retailing	
4	21/03/11	E-marketplaces	
5	28/03/11	B2B buy side eBusiness	
6	04/04/11	B2B sell side eBusiness	
7	11/04/11	B2B sell side e-marketplaces	Assignment 1 due Friday 15 April 2011
8	18/04/11	Electronic government	
		Mid semester break	
9	02/05/11	Mobile commerce	
10	09/05/11	Strategy for e-commerce	
11	16/05/11	Legal and ethical issues in eBusiness	Assignment 2 due Friday 20 May 2011
12	23/05/11	Online social networking and collaborative commerce, exam revision	
	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: Analysing Website Characteristics and Revenue Models of B2C Retail Companies

   Description:
   The broad aim of this assignment is to test students' understanding about B2C eBusiness initiatives. The assignment requires students to visit the websites of two retail companies operating in Australia. For each selected company, students are required to perform a number of tasks. The details of these tasks are described in a set of questions included in the Assignment document. Students are required to present the outcomes of their tasks in a report.

   Weighting:
   20%

   Criteria for assessment:
   Each question of this assignment will be evaluated in terms of such criteria as:

   - completeness of arguments
   - correctness of arguments
   - richness of arguments
   - presence of relevant information
   - and clarity of expression

   Due date:
   Friday 15 April 2011

- ## Assessment task 2

   Title:
   Assignment 2: Online Procurement in the Australian Local Government Sector

   Description:
   The broad aim of this assignment is to test students' understanding about the importance of online procurement technologies introduced in the government sector. Students are required to investigate the problems associated with the traditional procurement function in the government sector and write a report. Students are further required to visit the websites of two Australian local government councils and reflect on the type of e-procurement initiatives those councils have implemented.

   Weighting:
   20%

   Criteria for assessment:
   Criteria will be stated on assignment documents.

   Due date:
   Friday 20 May 2011

Examinations

- ## Examination 1

   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.

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

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-po
- 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

Turban et al. (2010), Electronic Commerce: A Managerial Perspective, Pearson International Edition, Latest edition