MONASH University
Information Technology

**FIT3009
e-Business systems**

Unit Guide

Semester 1, 2012

Last updated: 23 Feb 2012

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FIT3009 e-Business systems - Semester 1, 2012

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

Associate Professor Vincent Lee

Campus Lecturer

Clayton

Associate Professor Vincent Lee

Consultation hours: Thursday 13:00 to 15:00 CL_25/S2; consultation hour: Thursday 15:00 to 17:00 hrs Clayton campus, Building 63, office 122

Tutors

Clayton

Nergiz Ilhan, Pamela Spink, and Thanh Thi; Consultation hours: TBA

Academic Overview

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.

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%	Thursday 5 April 2012
Assignment 2: Online Procurement in the Australian Local Government Sector	20%	Monday 21 May 2012
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

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

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	Activities	Assessment
0		No formal assessment or activities are undertaken in week 0
1	eBusiness overview	
2	eBusiness models	
3	Online retailing	
4	E-marketplaces	
5	B2B buy side eBusiness	
6	B2B sell side eBusiness	Assignment 1 due Thursday 5 April 2012
7	B2B sell side e-marketplaces	
8	Electronic government	
9	Mobile commerce	
10	Strategy for e-commerce	
11	Legal and ethical issues in eBusiness	
12	Online social networking and collaborative commerce, exam revision	Assignment 2 due Monday 21 May 2012
	SWOT VAC	No formal assessment is undertaken SWOT VAC
	Examination period	LINK to Assessment Policy: http://policy.monash.edu.au/policy-bank/academic/education/assessment/assessment-in-coursework-policy.html

*Unit Schedule details will be maintained and communicated to you via your MUSO (Blackboard or Moodle) learning system.

Assessment Requirements

Assessment Policy

Faculty Policy - Unit Assessment Hurdles
(http://www.infotech.monash.edu.au/resources/staff/edgov/policies/assessment-examinations/unit-assessment-hu

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:
   Thursday 5 April 2012

- **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:
   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:
Monday 21 May 2012

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

It is a University requirement (http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-procedures.html) for students to submit an assignment coversheet for each assessment item. Faculty Assignment coversheets can be found at http://www.infotech.monash.edu.au/resources/student/forms/. Please check with your Lecturer on the submission method for your assignment coversheet (e.g. attach a file to the online assignment submission, hand-in a hard copy, or use an online quiz).

Online submission

If Electronic Submission has been approved for your unit, please submit your work via the VLE site for this unit, which you can access via links in the my.monash portal.

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.

Other Information

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.
- Codes of Practice for Teaching and Learning
  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/suppdocs/code-of-practice-tea

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. For Sunway see http://www.monash.edu.my/Student-services, and for South Africa see http://www.monash.ac.za/current/

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. At Sunway, visit the Library and Learning Commons at http://www.lib.monash.edu.my/. At South Africa visit http://www.lib.monash.ac.za/.

Academic support services may be available for students who have a disability or medical condition. Registration with the Disability Liaison Unit is required. Further information is available as follows:

- Website: http://monash.edu/equity-diversity/disability/index.html;
- Email: dlu@monash.edu
- Drop In: Equity and Diversity Centre, Level 1 Gallery Building (Building 55), Monash University, Clayton Campus, or Student Community Services Department, Level 2, Building 2, Monash University, Sunway Campus
- Telephone: 03 9905 5704, or contact the Student Advisor, Student Commuity Services at 03 55146018 at Sunway

Other

Reading List

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