FIT5092 Electronic business - Semester 2, 2012

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.

Mode of Delivery

- Caulfield (Day)
- Sunway (Evening)

Contact Hours

2 hrs lectures/wk, 1 hr tutorial/wk

Workload

Workload commitments total 12 hours per week, including:

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

Unit Relationships

Prohibitions

IMS5007, BUS5960

Chief Examiner

Dr Caddie Gao

Campus Lecturer

Caulfield

Caddie Gao
Sunway

Anushia Inthiran
Academic Overview

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.

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): 50%; In-semester assessment: 50%

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 1 (individual): Evaluation and Recommendations for an e-business Website</td>
<td>15%</td>
<td>Week 6 Tutorial</td>
</tr>
<tr>
<td>Assignment 2 (groups of 3 - 4 students): Group Report and Presentation</td>
<td>25% (Report 15%, Presentation 10%)</td>
<td>Report due Week 12 Tutorial; Presentation due Week 11 or Week 12 Tutorial (to be confirmed)</td>
</tr>
<tr>
<td>Tutorial Participation and Portfolio</td>
<td>10%</td>
<td>Week 10 Tutorial</td>
</tr>
<tr>
<td>Examination 1</td>
<td>50%</td>
<td>To be advised</td>
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</table>
Teaching Approach

Lecture and tutorials or problem classes

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

Lectures will present the concepts and include examples of each concept. Tutorials will concentrate on case studies or scenario/problem-based learning.

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
- Graded assignments without comments

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.policy.monash.edu/policy-bank/academic/education/quality/student-evaluation-policy.html

Previous Student Evaluations of this unit

Based on previous student feedback this unit is well structured and no changes have been made this semester.

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

Recommended text(s)


## Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Activities</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td></td>
<td>No formal assessment or activities are undertaken in week 0</td>
</tr>
<tr>
<td>1</td>
<td>Introduction and Overview of e-business</td>
<td></td>
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<tr>
<td>2</td>
<td>e-business Models</td>
<td></td>
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<tr>
<td>3</td>
<td>Internet Marketing</td>
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<tr>
<td>4</td>
<td>Implementation and Infrastructure for e-business</td>
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<tr>
<td>5</td>
<td>B2B e-business and Supply Chain Management</td>
<td>Assignment 1 due Week 6 Tutorial</td>
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<tr>
<td>6</td>
<td>GUEST LECTURE - TBC</td>
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<tr>
<td>7</td>
<td>Developing an e-business Strategy</td>
<td></td>
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<tr>
<td>8</td>
<td>e-business Payment Systems</td>
<td></td>
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<tr>
<td>9</td>
<td>e-business Security Issues</td>
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<tr>
<td>10</td>
<td>Mobile Business</td>
<td>Tutorial Participation and Portfolio due Week 10 Tutorial</td>
</tr>
<tr>
<td>11</td>
<td>Legal and Ethical Issues in e-business</td>
<td>Assignment 2 Presentation due Week 11 Tutorial (to be confirmed)</td>
</tr>
<tr>
<td>12</td>
<td>Emerging Trends in e-business</td>
<td>Assignment 2 Presentation due Week 12 Tutorial (to be confirmed); Assignment 2 Report due Week 12 Tutorial</td>
</tr>
<tr>
<td></td>
<td>SWOT VAC</td>
<td>No formal assessment is undertaken in SWOT VAC</td>
</tr>
</tbody>
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*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

Academic Integrity - Please see the Demystifying Citing and Referencing tutorial at
http://lib.monash.edu/tutorials/citing/

Assessment Tasks

Participation

• Assessment task 1

  Title:
  Assignment 1 (individual): Evaluation and Recommendations for an e-business Website

  Description:
  In this first assignment task, you will select a website of a suitable existing business that
currently has no transactional e-business functionality (i.e. an information-only site). You
need to assess the chosen website and provide recommendations regarding setting up an
e-business website including transactional e-commerce facilities.

  The assignment specification will be given out in lectures and will also be available on the
Moodle-based unit website.

  Weighting:
  15%

  Criteria for assessment:
  Criteria used to assess report submissions:

  1. Report - that you have addressed all assignment requirements.
  2. Literature - that you have properly cited sufficient and appropriate literature.
  3. Submission & Presentation - that you submit on time and have presented in a
suitably formatted report style.

  Detailed assessment criteria will be included in the assignment specification, which will be
given out in lectures and will also be available on the Moodle-based unit website.

  Due date:
  Week 6 Tutorial

  Remarks:
  The website for the task will be selected by students in consultation with their tutor.

• Assessment task 2

  Title:
  Assignment 2 (groups of 3 - 4 students): Group Report and Presentation

  Description:
  Assignment 2 consists of a written group report and oral presentation. Each group needs
to choose a specific topic in e-business. The report and presentation should highlight the
current state of a particular technology or issue and address how organisations are
currently using the technology or are impacted on by the issue.
The assignment specification will be given out in lectures and will also be available on the Moodle-based unit website.

**Weighting:**
25% (Report 15%, Presentation 10%)

**Criteria for assessment:**
Criteria used to assess report submissions:

1. Report - that you have addressed all assignment requirements.
2. Literature - that you have properly cited sufficient and appropriate literature.
3. Submission & Presentation - that you submit on time and have presented in a suitably formatted report style.

Criteria used to assess oral presentations:

1. Content - that you have covered the main issues.
2. Quality - that the presentation is clear, well-organised, and uses proper visual aids.
3. Level of interest - that the presentation holds audience's interest and is professional.
4. Handout - content and quality of the handout.

All group members will receive the same marks. If there are issues/concerns about individual contributions within a group, a peer evaluation form will be used.

Detailed assessment criteria will be included in the assignment specification, which will be given out in lectures and will also be available on the Moodle-based unit website.

**Due date:**
Report due Week 12 Tutorial; Presentation due Week 11 or Week 12 Tutorial (to be confirmed)

**Remarks:**
The topic area in e-business will be selected by students in consultation with their tutor.

**Assessment task 3**

**Title:**
Tutorial Participation and Portfolio

**Description:**
Students present a written portfolio of selected tutorial questions from various tutorials and will be assessed on their contribution to tutorial discussions.

**Weighting:**
10%

**Criteria for assessment:**
Quality of written portfolio and contributions to tutorial discussions.

**Due date:**
Week 10 Tutorial

**Examinations**

**Examination 1**

**Weighting:**
50%

**Length:**
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.


Returning assignments

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

Referencing requirements

The two main referencing systems recommended for the assignments are the American Psychologists Association (APA) conventions and the system known as the Harvard conventions.

Some useful websites to help you understand the rules of referencing using these conventions:

- Citing and referencing (http://www.lib.monash.edu.au/tutorials/citing/) - how to acknowledge your sources (Monash University Library website)
- In-text referencing (http://library.sun.ac.za/eng/help/Infolit2002/ref4.html) - a very easy-to-use site
- EndNote (http://www.lib.monash.edu.au/tutorials/endnote/) - a software program to help you manage your referencing (Monash University Library website)
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:

Key educational policies include:

- Plagiarism  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-policy.html)
- Special Consideration  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/special-consideration-policy.html)
- 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/)
- Codes of Practice for Teaching and Learning  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/suppdocs/code-of-practice-teaching-and-learning-policy.html)

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 Community Services at 03 55146018 at Sunway