E-Business: Strategy and Management
GBAT9117

Course Overview
Semester 1 2015
Important Notice

The material contained in this study guide is in the nature of general comment only and is not advice on any particular matter. No one should act on the basis of anything contained in this guide without taking appropriate professional advice upon the particular circumstances. The Publisher, the Editors, and the Authors do not accept responsibility for the consequences of any action taken or omitted to be taken by any person, whether a subscriber to this guide or not, as a consequence of anything contained in or omitted from this guide.
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## Semester 1 2015 course schedule

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<th>Date</th>
<th>Unit</th>
<th>Topic</th>
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<tr>
<td>Week 1</td>
<td>2 March</td>
<td>Unit 1</td>
<td>Introduction to e-business</td>
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<tr>
<td>Week 2</td>
<td>9 March</td>
<td>Unit 2</td>
<td>E-business planning: strategy to implementation</td>
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<td>Week 3</td>
<td>16 March</td>
<td>Unit 3</td>
<td>The economics and justification of e-business</td>
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<td>Week 4</td>
<td>23 March</td>
<td>Unit 4</td>
<td>Principal business models</td>
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<td>Week 5</td>
<td>30 March</td>
<td>Unit 5</td>
<td>Other e-business models and applications</td>
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<td>Mid-term recess: Friday 3 April* – Sunday 12 April</td>
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<tr>
<td>Week 6</td>
<td>13 April</td>
<td>Unit 6</td>
<td>Marketing strategies for e-business</td>
</tr>
<tr>
<td>Week 7</td>
<td>20 April</td>
<td>Unit 7</td>
<td>Infrastructure for e-business</td>
</tr>
<tr>
<td>Week 8</td>
<td>27 April</td>
<td>Unit 8</td>
<td>Security issues in e-business</td>
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<tr>
<td>Week 9</td>
<td>4 May</td>
<td>Unit 9</td>
<td>Electronic payments in e-business</td>
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<tr>
<td>Week 10</td>
<td>11 May</td>
<td>Unit 10</td>
<td>Legal and ethical issues in e-business</td>
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<tr>
<td>Week 11</td>
<td>18 May</td>
<td>Unit 11</td>
<td>E-business implementation</td>
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<tr>
<td>Week 12</td>
<td>25 May</td>
<td>Unit 12</td>
<td>Mobile commerce</td>
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<tr>
<td>Week 13</td>
<td>1 June</td>
<td></td>
<td>Independent reflective learning and review</td>
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<tr>
<td>Week 14</td>
<td>8 June**</td>
<td></td>
<td>Examination week</td>
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</tbody>
</table>

* 3 April is Good Friday
** 8 June is the Queen’s Birthday public holiday (except (WA)
Course staff

Course Coordinator

Each course has a Course Coordinator who is responsible for the academic leadership and overall academic integrity of the course. The Course Coordinator selects content and sets assessment tasks, and takes responsibility for specific academic and administrative issues related to the course when it is being offered. Course Coordinators oversee Class Facilitators and ensure that the ongoing standard of facilitation in the course is consistent with the quality requirements of the program.

The Course Coordinator is:
Emeritus Professor Graham Low
BE (Chem) Qld PhD Qld FACS CP
email: g.low@unsw.edu.au

Graham is an Emeritus Professor of Information Systems in the UNSW Business School. Prior to becoming an academic in 1987, Graham had 12 years’ industrial IS experience. Previous positions include MIS Technical Manager for the Sugar Division of CSR and Head of the User Services Unit at UNSW.

Graham’s research program pursued over the last 30 years has focused on the implementation and adoption of new technologies by the IS/IT industry. This can take the form of:

- new/modified approaches/techniques for information-systems development, such as methodological approaches to agent-oriented information-systems design
- management of the IS design and implementation process, such as IS innovation implementation and IS acceptance.

An active research team comprising PhD, Master’s and undergraduate honours students is currently working under his supervision. The research has been published in leading international journals including *IEEE Transactions on Software Engineering*, *MISQ*, *Information and Management*, *Information Systems Journal* and *Journal of Information Technology*. 
Class Facilitator

The role of your Class Facilitator is to support the learning process by encouraging interaction amongst participants, providing direction in understanding the course content, assessing participant progress through the course and providing feedback on work submitted. MBT Class Facilitators comprise academics and industry practitioners with relevant backgrounds.

You will be notified of your Class Facilitator’s name and contact details in your class confirmation email sent by MBT Student Services. Details will also be available in the gallery section of your online class for face-to-face and distance classes.

Course Authors

The Course Coordinator, Professor Graham Low, is the main author of this course.

Acknowledgements

The following formed part of the original writing team for this course.

**Dr Deborah Bunker**

Deborah is a Senior Lecturer in the UNSW School of IST&M. She is on the editorial board of the Australian Journal of Information Systems and has research interests in e-commerce technologies in relation to institutional culture. Deborah has wide ranging consulting experience in the IT industry in the finance, transport, insurance and government sectors.

**Dr Bob Edmundson**

Bob is a former Associate Dean in the UNSW Faculty of Commerce and Economics and Head of the School of Information Systems, Technology and Management. Before joining UNSW he had extensive managerial experience in the electronics industry as well as consulting.

**Peter Edmundson**

Peter graduated in Jurisprudence Law from UNSW. He has taught at UNSW and University of Technology, Sydney. Peter maintains a practical commercial and tax law involvement as a consultant to one of Australia’s leading commercial law firms advising major Australian and international clients on commercial transactions and arrangements.
Aims

The terms e-commerce and e-business have received a great deal of attention in recent years – the NASDAQ ‘tech wreck’ of April 2000 damaged the reputation of many e-business initiatives and dotcom companies. To many, however, e-business is a recent term, brought about by the popularity and use of the internet both in business and at home.

Electronic business is still seen by some as the buying and selling of products and services over the internet. Electronic commerce, however, has actually been around for a number of years, but in different forms. Electronic commerce includes the handling of purchase transactions and fund transfers over electronic networks. Indeed, in the past, the action of ‘wiring’ someone some money to an overseas location was one of the first applications of global electronic commerce.

Electronic commerce has grown from these early stages to now include the buying and selling of new commodities such as electronic information, and has made electronic publication and distribution more efficient. Some would say it has made it too efficient, for instance, in the case of music that has been distributed through peer-to-peer networks such as Napster.

It could be argued that today’s e-business models have not changed greatly, but they have been made more accessible to the general public. Banks have been transferring funds electronically for years, but only recently have they extended access to these services to the end user or customer through internet banking.

Structure

Unit 1, Introduction to e-business, provides an overview of e-business including its benefits and limitations.

Unit 2, E-Business planning: strategy to implementation, considers the role of strategic planning when organisations set out to enter the market place as suppliers of goods and services using the internet as a channel.

Unit 3, The economics and justification of e-business – provides an overview of how to assess the economics of e-business projects and discusses the difficulties in measuring and justifying e-business investments.

Unit 4, Principal business models, provides an overview of the ‘classical’ business-to-business (B2B) and business-to-consumer (B2C) models.

Unit 5, Other e-business models and applications, provides an overview of other business models, including the impact of intermediaries and the intra-business model.
Unit 6, *Marketing strategies for e-business*, provides a look at the way the internet can be used as an additional channel to market.

Unit 7, *Infrastructure for e-business*, provides an overview of the different technology components that enable e-business on the internet as well as on the server and the associated applications.

Unit 8, *Security issues in e-business*, provides a review of the issues surrounding security on the internet and electronic commerce server(s).

Unit 9, *Electronic payments in e-business*, provides an overview of the different types of electronic payment methods utilised in e-business.

Unit 10, *Legal and ethical issues in e-business*, provides a review of the legal issues surrounding e-business, including privacy and copyright.

Unit 11, *E-business implementation*, provides an integrated view of developing and implementing an e-business project and site.

Unit 12, *Mobile commerce*, examines the infrastructure requirements and applications of mobile commerce.

**Learning outcomes**

When you have completed this course you should be able to:

- critique the main components of an e-business platform
- compare the various e-business models including B2B and B2C
- evaluate the main infrastructure components employed in e-business
- assess the security implications and appropriate risk reduction measures for e-business
- analyse the different types of electronic payment methods
- evaluate the suitability of various business models used in e-business
- assess the different types of electronic marketplaces and apply them to existing business models
- analyse the privacy and copyright issues surrounding e-business
- analyse the technical issues related to deploying an e-business system from a manager’s perspective
- write a report that critically analyses one or more e-business issues in a business context.

**Skills you will need**

There are no pre-requisites for this course.

Please refer to the *AGSM Learning Guide* (available in Moodle) for information you will find very useful in pursuing your studies.
Resources

Prescribed textbook

Your prescribed textbook for the course is:


Additional online resources and activities related to this textbook are available at the companion website:


Recommended reading


Relationship to other courses in the MBT program

This course examines myriad issues a business must address when venturing into e-business, e.g. infrastructure, security, marketing etc. *GBAT9106 Information Systems Management* looks more broadly at the relationship between the organisation and its information systems, strategic and tactical planning for information systems and the management of the development and acquisition of systems and technology.

Many management competencies addressed in other courses in the MBT (such as marketing, managing projects, managing risk) are addressed in this course, with particular focus on the e-business context. As such, it is probably not ideal as an early course in your MBT program.
Assessment

There are two assignments and an examination for GBAT9117
*E-Business: Strategy and Management*. Note that assignments must be received by 9.30am Sydney time on the due dates.

<table>
<thead>
<tr>
<th>Participation</th>
<th>Throughout the semester</th>
<th>10%</th>
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<tbody>
<tr>
<td>Assignment 1 (Report)</td>
<td>Tuesday 14 April 2015 (Week 6)</td>
<td>20%</td>
</tr>
<tr>
<td>Assignment 2 (Report)</td>
<td>Tuesday 19 May 2015 (Week 11)</td>
<td>30%</td>
</tr>
<tr>
<td>Examination*</td>
<td>Thursday 11 June 2015 (10am if sitting on campus)</td>
<td>40%</td>
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</tbody>
</table>

*Examination is 2 hours; open book

Extensions to assignment deadlines will be granted only in exceptional circumstances, and where adequate supporting documentation can be provided. Please note that work commitments do not constitute grounds for an extension. Your Class Facilitator may approve an extension of up to two days, after which requests must be made through the special consideration process. For details about this process, see: https://student.unsw.edu.au/special-consideration

In the case of late lodgement without an approved extension, 10% of the assignment weighting will be deducted for each day late.

Please note the examination date and mark it in your diary. If you will not be available to sit the exam on the specified date then you must choose another course. Supplementary exams will only be permitted in exceptional and unforeseen circumstances, and after submission of the requisite documentation for special consideration, see: https://student.unsw.edu.au/special-consideration
Continual course improvement

MBT courses are revised each time they run, with updated course overviews and assessment tasks. All courses are reviewed and revised every three years and significant course updates are carried out in line with industry developments, and also when new editions of prescribed textbooks are published.

The MBT surveys students via the UNSW CATEI system each time a course is offered. The data collected provides anonymous feedback from students on the quality of course content and materials, class facilitation, student support services and the MBT Program in general. This student feedback is taken into account in all course revisions.

The UNSW Business School also monitors the quality of students’ learning experiences in all its programs. A random selection of completed assessment tasks may be used for quality-assurance purposes. This information will be aggregated and used:

- to determine the extent to which program learning goals are being achieved for accreditation purposes
- to improve the quality of UNSW Business School programs.

All material used will be treated as confidential and these processes will have no bearing on course grades.

Student evaluations from the last presentation of the course

Overall the course gained a high satisfaction rating. Students noted in particular the courses relevance to today’s business environment, the breadth of topic and class discussions and also commented on the course materials being well structured and very relevant.

Some students indicated a need to modernise the course by updating course materials and the text.

Coordinator’s response

The course notes have undergone a minor revision to include some of the latest developments in areas such as payments and mobile commerce, and to fix broken links. A case-study organisation will be used in relevant weeks to help reinforce materials. As always, the Moodle Coffee Shop and Unit discussions will be used to illustrate/inform/showcase new trends in e-business.