



Australian School of Business

**Information Systems, Technology and  
Management**

Never Stand Still

Australian School of Business

**INFS4885  
E-BUSINESS APPLICATIONS AND  
TECHNOLOGIES**

**INFS5885  
E-BUSINESS**

**Course Outline  
Semester 2, 2013**

**Part A: Course-Specific Information**

Please consult Part B for key information on ASB policies (including those on plagiarism and special consideration), student responsibilities and student support services.

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## **PART A: COURSE-SPECIFIC INFORMATION**

### **1 STAFF CONTACT DETAILS**

**Lecturer-in-charge:** Dr Felix Tan  
**Room:** 2110  
**Phone No:** 93857124  
**Email:** f.tan@unsw.edu.au  
**Consultation Times** – Appointment via E-mail

**Lecturer:** Dr. Ken Stevens  
**Room:** 2082A  
**Phone No:** 93854242  
**Email:** k.stevens@unsw.edu.au  
**Consultation Times** – Appointment via E-mail

**Lecturer:** Jason Simpson  
**Room:** 2082C  
**Phone No:** TBA  
**Email:** jason.simpson@unsw.edu.au  
**Consultation Times** – Appointment via E-mail

The best way to contact your lecturer or tutor is via email or to see them during their consultation times. Please note that only your UNSW email account will be used for formal notices and correspondence regarding the course.

If you need to contact the school urgently, ring 9385-5320 or email [istm@unsw.edu.au](mailto:istm@unsw.edu.au).

### **2 COURSE DETAILS**

#### **2.1 Teaching Times and Locations**

Lectures start in Week 1(to Week 12): The Time and Location are:  
Thursdays 6-9pm, Mathews Room 102. Map reference K-F23-102 on UNSW Kensington Campus Map.

#### **2.2 Units of Credit**

The course is worth 6 units of credit.  
This course is taught in parallel to both undergraduate (Honours) and postgraduate students. The course materials are identical, the only difference is that the group members (for the assignment) may not be mixed between under/post graduate students.

#### **2.3 Summary of Course**

This course aims to develop students' abilities to analyse and evaluate electronic business applications, as well as design of electronic business models. We focus on the strategic, managerial, operational and technical factors in the development of an organisation's e-business competencies and capabilities. We investigate current business and technology trends including the individual, business and societal

implications of e-business. The course makes extensive use of current case studies and gives students the opportunity to design new e-business models.

## 2.4 Course Aims and Relationship to Other Courses

This course aims to further development student as future business professionals and scholars. This course provides an opportunity for students to develop their ability to use e-business applications and technologies in the business environment. The course covers both the theoretical concepts of e-business strategy and operation, as well as their practical implementation in e-business practice. Using a variety of case studies, the course provides an opportunity to gain analytical skills and voice informed criticism. Using in-class student exercises and presentations, the course refines students' communication, presentation, time management and group-work skills. The course will build on the skills developed in previous courses of the program.

## 2.5 Student Learning Outcomes

### ASB Undergraduate Program Learning Goals and Outcomes

**1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.**

You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

**2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers.**

You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.

**3. Communication: Our graduates will be effective professional communicators.**

You should be able to:

- a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
- b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

**4. Teamwork: Our graduates will be effective team participants.**

You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team's processes and ability to achieve outcomes.

**5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.**

You should be able to:

- a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
- b. Identify social and cultural implications of business situations.

### ASB Postgraduate Coursework Program Learning Goals and Outcomes

**1. Knowledge: Our graduates will have current disciplinary or interdisciplinary knowledge applicable in local and global contexts.**

You should be able to identify and apply current knowledge of disciplinary or interdisciplinary theory and professional practice to business in local and global environments.

**2. Critical thinking and problem solving: Our graduates will have critical thinking and problem solving skills applicable to business and management practice or issues.**

You should be able to identify, research and analyse complex issues and problems in business and/or management, and propose appropriate and well-justified solutions.

**3. Communication: Our graduates will be effective communicators in professional contexts.**

You should be able to:

- a. Produce written documents that communicate complex disciplinary ideas and information effectively for the intended audience and purpose, and
- b. Produce oral presentations that communicate complex disciplinary ideas and information effectively for the intended audience and purpose.

**4. Teamwork: Our graduates will be effective team participants.**

You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team's processes and ability to achieve outcomes.

**5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of ethical, social, cultural and environmental implications of business issues and practice.**

You should be able to:

- a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
- b. Consider social and cultural implications of business and /or management practice.

**6. Leadership: Our graduates will have an understanding of effective leadership. (MBA and MBT programs only).**

You should be able to reflect on your personal leadership experience, and on the capabilities necessary for leadership.

For more information on the Undergraduate / Postgraduate Coursework Program Learning Goals and Outcomes, see Part B of the course outline.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
<i>This course helps you to achieve the following learning goals for all ASB postgraduate coursework students:</i>		<i>On successful completion of the course, you should be able to:</i>	<i>This learning outcome will be assessed in the following items:</i>
1	Knowledge	Students will propose appropriate hard- and software solutions for e-businesses of different types.	<ul style="list-style-type: none"> <li>• Tutorial Problems</li> <li>• Individual/Group – Assignment</li> <li>• Exam</li> </ul>
2	Critical thinking and problem solving	Students will critically assess and creatively solve managerial and organizational issues related to e-business.	<ul style="list-style-type: none"> <li>• Tutorial Problems</li> <li>• Individual/Group – Assignment</li> <li>• Exam</li> </ul>
3a	Written communication	Students will prepare professional, coherent and concise written reports on e-business topics.	<ul style="list-style-type: none"> <li>• Individual/Group – Assignment</li> </ul>
3b	Oral communication	Students will prepare effective presentations of their e-business models.	<ul style="list-style-type: none"> <li>• Individual/Group – Assignment</li> </ul>

4	Teamwork	Students will create own e-business models in teamwork with their group members.	<ul style="list-style-type: none"> <li>• Group – Assignment</li> </ul>
5a.	Ethical, environmental and sustainability responsibility	Student will discuss, reflect on and propose solutions for ethical issues in the context of e-business.	<ul style="list-style-type: none"> <li>• Tutorial Problems</li> <li>• Individual/Group – Assignment</li> <li>• Exam</li> </ul>
5b.	Social and cultural awareness	Students will discuss, reflect on and propose solutions for cultural, social and environmental concerns in the context of e-business.	<ul style="list-style-type: none"> <li>• Tutorial Problems</li> <li>• Individual/Group - Assignment</li> <li>• Exam</li> </ul>

### 3 LEARNING AND TEACHING ACTIVITIES

#### 3.1 Approach to Learning and Teaching in the Course

This course adapts an interactive teaching style, combining the introduction of theoretical concepts with open discussion, in-class exercises, student presentations, case studies, multimedia materials, and — if possible to arrange — industry presentations. The role of the Lecturer-in-Charge is to encourage student engagement in a cooperative learning environment. Hence, this course is organized as combined lecture-tutorial and participation is part of its assessment scheme. Assessment is weighted towards informed, well-reasoned, well-presented opinions that show reflection and synthesis (rather than reproduction).

#### 3.2 Learning Activities and Teaching Strategies

The course involves three key components — the seminar, the assessment tasks and students' private study.

The seminar: Each weekly seminar is 3 hours in total, aimed to give students a sound foundation of the theoretical concepts, an overview of their practical business application, and a space to discuss contents, share experiences as well as to raise questions and concerns.

The assessment task: The assessment tasks —as detailed below— provide a chance to work both as an individual and in groups on e-business issues.

Student's private study: A core characteristic of the course is the expectation that students will prepare and engage with course materials outside the seminar time and assignments.

The course covers 11 key e-business topics across 12 seminars to provide a comprehensive assessment of the topic. These are grouped in the 3 groups, namely e-business overview, e-business implementation and mechanisms, and e-business post-implementation.

## 4 ASSESSMENT

### 4.1 Formal Requirements

To receive a pass grade in this course, you must meet ALL of the following criteria:

- attain an overall mark of least 50%;
- attend at least 80% of all scheduled classes;
- attain a satisfactory performance in each component of the course. A mark of 45% or higher is normally regarded as satisfactory;
- attain a mark of at least 45% in the final exam;
- in the case of peer assessed group work, the mark assigned to each member of the group may be scaled based on peer assessment of each member's contribution to the task.

The School reserves the right to scale final marks to a mean of 60%. It is expected that groups' members manage their group work in a harmonious and professional fashion; groups must ensure adequately self-management of non-performing members. Marks may be adjusted based on peer assessment.

### 4.2 Assessment Summary

Assessment Component	Weight	Description	Due Date
Class Participation	10%	Attendance and participation in weekly deliverables	Weekly
Individual assignment	20%	Analytical Report	Week 5
Group assignment	25%	E-commerce Site Design and Report	Week 10
Exam	45%	2 hours	Exam period

### 4.3 Assessment Components

#### Class Participation

Your participation in the seminars is encouraged and will be assessed over the length of the course. The mark you receive will reflect the extent to which you have contributed to class discussions and exercises. The detailed assessment criteria that will be used to determine your participation mark this course will be available on the course website.

Participation addresses all the learning outcomes of the course and the programme.

#### Individual Assignment

This assignment is to be undertaken individually. The individual assignment involves the preparation of a report based on the research and analysis of a current e-business case. The report must address all parts specified in the individual assignment specification document (which will be available on the course website in Week 1).

The purpose of the individual assignment is to develop students' abilities to perform independent research, critically assess findings, analyse findings with e-business concepts and prepare a concise report.

The details of the individual assignment including its marking scheme will be discussed in the Week 1 seminar.

### **Group Assignment**

This assignment is to be undertaken in groups of 3 or 4 at your discretion. It involves the preparation of a report and presentation based on the creative development of an innovative e-business model by the group. The report will address all parts specified in the group assignment specification document (which will be available on the course website).

The purpose of the group assignment is to develop students' abilities to work in groups, conduct research, critically assess findings, and synthesize the components taught in the course, as well as to prepare a coherent report and a professional presentation.

The details of the group assignment including its marking scheme will be discussed in the Week 5 seminar. Groups will be finalised in the Week 5 seminar.

Group members are expected to work in professional fashion, which includes appropriate work planning, timely submission and adequate self-management of non-performing members. The mark assigned to each member of the group may be scaled based on peer assessment of each member's contribution.

### **Exam**

The final exam may cover all material discussed in the course, the lecture notes, the assignments, case studies and the textbooks. The exam will focus on an informed and well-reasoned argument that shows student's ability to select, synthesize, apply and critically reflect on course contents (rather than reproduce).

The purpose of the exam is to develop students' abilities to critically assess their conclusive understanding of and ability to synthesize the course contents. Students are expected to show that they are "on top" of the material (rather than to show that they have memorizing it) by providing an informed arguments in a limited time.

There will be an exam review in the Week 10 seminar.

### **Assignment Submission Procedure**

Individual and group assignments are to be submitted as a soft copy online, and as a hard copy (with signed UNSW cover sheet). Assignments will be screened with plagiarism-detecting software.

### **4.4 Late Submission**

Late submission of an assignment is not desirable. Assignments are to be submitted on—or better before—the due date. The late submission of assignments carries a penalty of 10% of the awarded marks for that assignment per day of lateness (including weekends and public holidays) unless an extension of time has been granted by the Lecturer-in-Charge. An extension of time to complete an assignment may be granted by the Lecturer-in-charge in case of misadventure or illness. Applications for an extension should be made to the Lecturer-in-Charge by email or in person before the due date. You will be required to substantiate your application with appropriate



evidence such as medical certificates, accident reports etc. Please note that workload, work commitments and computer failures are usually considered insufficient grounds for an extension.

#### **Quality Assurance**

The ASB is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of ASB programs. All material used for such processes will be treated as confidential.

## **5 COURSE RESOURCES**

The textbooks for this course are:

**Turban & King (2012) *Electronic Commerce 2012, Global Edition* (7. Ed). Pearson Education. (ISBN-10: 027376134X)**

This book directly addresses most of topics covered in this course.

**Osterwalder & Pigneur (2010) *Business Model Generation, A Handbook for Visionaries, Game Changers, and Challengers* (1. Ed.). Wiley. (ISBN-10: 0470876417)**

This book will help students to develop their e-business model in the group assignment.

Additional course materials, such as Harvard Business School cases studies, will be provided in class and on the course website.

## **6 COURSE EVALUATION AND DEVELOPMENT**

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester CATEI evaluations.

## 7 COURSE SCHEDULE

Week	Seminar Topic	References	Comment
Week 1 29 July	Introduction to E-commerce	Ch. 1	Stevens
Week 2 5 August	E-commerce Applications and Platforms	Ch. 2, 3	Stevens
Week 3 12 August	E-commerce Business Models	Ch. 4, 5	Tan
Week 4 19 August	E-commerce Strategy and SMEs	Ch. 12, 15	Tan
Week 5 26 August	E-commerce Systems Implementation and Lifecycle	Ch. 13	Simpson
Week 6 2 September	E-commerce Security and Payment	Ch. 9, 10	Stevens
Week 7 9 September	E-commerce Supply Chain	Ch. 10, 11	Simpson
Week 8 16 September	E-commerce Marketing	Ch. 8	Tan
Week 9 23 September	Mobile Commerce	Ch. 6	Tan
Mid-Semester break: 28 September – 7 October			
Week 10 7 October	E-commerce and Social Media	Ch. 7	Simpson
Week 11 14 October	E-commerce and Society	Ch. 14	Tan
Week 12 21 October	Revision -	-	Tan
Week 13 28 October	<i>NO LECTURES</i>	Revision/ Consultations	