INFS5885
e-Business

Course Outline
Semester 1, 2015

Part A: Course-Specific Information

Please consult Part B for key information on Business School 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: Ken Stevens
Room: Quad 2082A
Phone No: 9385 4242
Email: k.stevens@unsw.edu.au
Consultation Times: Tuesday 5pm to 6pm (or by appointment)

2 COURSE DETAILS

2.1 Teaching Times and Locations
Seminars start in Week 1 (to Week 12): Tuesday 6pm to 9pm, CLB 4

2.2 Units of Credit
The course is worth 6 units of credit.

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 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, the course refines students’ communication, presentation, time management and group-work skills.

The course is a gateway course in the Enterprise System & Business Design Specialisation in the Master of Commerce and an elective in a number of other degree programs. It has no prerequisites.

INFS5885 is taught in parallel with INFS4885 e-Business Applications & Technologies using the same seminars. The assignments and the exam will however differ between the courses.

2.5 Student Learning Outcomes
The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all postgraduate coursework students in
the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. ‘be an effective team player’). You demonstrate this by achieving specific Program Learning Outcomes – what you are able to DO by the end of your degree (e.g. ‘participate collaboratively and responsibly in teams’).

### Business 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:
   - Produce written documents that communicate complex disciplinary ideas and information effectively for the intended audience and purpose, and
   - 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:
   - Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
   - Consider social and cultural implications of business and/or management practice.

For more information on the Postgraduate Coursework Program Learning Goals and Outcomes, see Part B of the course outline which is available on Moodle.

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):

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all Business postgraduate coursework students:</td>
<td>On successful completion of the course, you should be able to:</td>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
</tbody>
</table>
| 1 Knowledge | Students will propose appropriate hard- and software solutions for e-businesses of different types. | • Class Exercises  
• Individual/Group – Assignment  
• Exam |
### 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 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. 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 tasks provide a chance to work both as an individual and in groups on e-business issues. Key expectation of this course is 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 investigation of the topic.

|     | Critical thinking and problem solving | Students will critically assess and creatively solve managerial and organizational issues related to e-business. | • Class Exercises  
|     | • Individual/Group – Assignment  
|     | • Exam |
| 3a  | Written communication | Students will prepare professional, coherent and concise written reports on e-business topics. | • Individual/Group – Assignment |
| 3b  | Oral communication | Students will prepare effective presentations of their e-business models. | • Individual/Group – Assignment |
| 4   | Teamwork | Students will create own e-business models in teamwork with their group members. | • Group – Assignment |
| 5a  | Ethical, social and environmental responsibility | Student will discuss, reflect on and propose solutions for ethical issues in the context of e-business. | • Class Exercises  
|     | • Individual/Group – Assignment  
|     | • Exam |
| 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. | • Class Exercises  
|     | • Individual/Group – Assignment  
|     | • Exam |
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.

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Component</th>
<th>Weight</th>
<th>Description</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual assignment</td>
<td>20%</td>
<td>Written report (max 2,500 words)</td>
<td>Week 6 Seminar</td>
</tr>
<tr>
<td>Group assignment</td>
<td>30%</td>
<td>Report and design documents</td>
<td>Week 12 Seminar</td>
</tr>
<tr>
<td>Exam</td>
<td>50%</td>
<td>2 hours closed book</td>
<td>Exam period</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Individual Assignment
The individual assignment is worth 25% of your overall mark and is due in Week 6. This assignment is to be undertaken individually. The individual assignment involves the preparation of a report of no more than 2,500 words regarding various aspects of a business use of e-business. The requirements of the assignment will be set out in the Individual Assignment Specification which will be released on the course website in Week 2 and discussed in the Week 2 seminar.

The assignment is to be submitted in both hardcopy and softcopy. The hardcopy is to be handed in (in person) in the Week 6 seminar. The softcopy is to be submitted via the TurnItIn link on the course website by midnight on the day of submission.

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.

Group Assignment
The group assignment is worth 25% of your overall mark and is due in Week 12. This assignment is to be undertaken in groups of 3 or 4 (membership is at your discretion). It involves the preparation of a report and some design documents for an e-business. The requirements of the assignment will be set out in the Group Assignment Specification which will be released on the course website in Week 7 and discussed in the Week 7 seminar. The groups for the assignment will be finalised in the Week 8 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.

The group assignment will also include a short report to be made by each group member about the effectiveness of the report. An anonymous peer assessment will also be available for each group.

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.

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. The exam will be discussed in the Week 12 seminar.

4.3 Late Submission
Late submission of an assignment is not desirable. Assignments are to be submitted on 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 Business School 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 Business School programs. All material used for such processes will be treated as confidential.
5 COURSE RESOURCES

5.1 Course Website
The website for this course is on Moodle at: http://moodle.telt.unsw.edu.au.

The seminar slides will be available on the website 1 day before the seminar. Notes regarding the preparation required for each seminar will be posted the website at least 1 week prior to the seminar week.

The course website will also host all assignment materials and any other materials related to the course.

5.2 Textbook
The textbook for this course is:
You may also wish to consider:
Additional course materials will be provided in class and on the course website.

5.3 Additional Readings
From time to time the course will make use of the academic and practitioner journal articles, new clippings and the like. Details of those readings will be posted to the course website as required, however you will need to download copies of the articles yourself.

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. Feedback from previous students indicated that the use of topical news articles has assisted some students in understand the relevance of the topics and, as a result of this feedback, more new articles will be incorporated into the course as appropriate.
# COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 2 March</td>
<td>Introduction to E-commerce</td>
<td>Ch 1</td>
<td></td>
</tr>
<tr>
<td>Week 2 9 March</td>
<td>E-commerce Applications and Platforms</td>
<td>Ch. 2, 3</td>
<td>Individual Assignment released and discussed in class</td>
</tr>
<tr>
<td>Week 3 16 March</td>
<td>E-commerce Business Models</td>
<td>Ch. 4, 5</td>
<td></td>
</tr>
<tr>
<td>Week 4 23 March</td>
<td>E-commerce Strategy</td>
<td>Ch. 12</td>
<td></td>
</tr>
<tr>
<td>Week 5 30 March</td>
<td>E-commerce Systems Implementation and Lifecycle</td>
<td>Ch. 13</td>
<td></td>
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</tbody>
</table>

Mid-semester break: Good Friday 3rd April - Sunday 12th April

| Week 6 13 April | E-commerce Security and Payment                      | Ch. 9, 10 | Individual Assignment due                           |
| Week 7 20 April | E-commerce Supply Chain                              | Ch. 10, 11| Group assignment released and discussed in class     |
| Week 8 27 April | E-commerce Marketing Models                          | Ch. 8     | Groups for Group Assignment finalised               |
| Week 9 4 May   | Mobile Commerce                                      | Ch. 6     |                                                        |
| Week 10 11 May | E-commerce and Social Media                          | Ch. 7     |                                                        |
| Week 11 18 May | E-commerce and Society                               | Ch. 14    |                                                        |
| Week 12 25 May | Course Recap and discussion of exam                  |           | Group Assignment Due                                 |