INFS5885
E-BUSINESS

Course Outline
Semester 1, 2016

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
<th>Room</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturer-in-charge</td>
<td>Carmen Leong</td>
<td><a href="mailto:carmen.leong@unsw.edu.au">carmen.leong@unsw.edu.au</a></td>
<td>QUAD2109</td>
<td>9385 9466</td>
</tr>
<tr>
<td>Lecturer</td>
<td>Ken Stevens</td>
<td><a href="mailto:k.stevens@unsw.edu.au">k.stevens@unsw.edu.au</a></td>
<td>QUAD2082A</td>
<td>9385 4242</td>
</tr>
</tbody>
</table>

The best way to contact your lecturer is via email or during their consultation times. Please note that only your UNSW email account will be used for formal notices and correspondence regarding the course. Always sign your email with your name and student number. The subject of your email should begin with the course code (i.e. INFS5885). Students should note that it is school policy to only respond to email messages that are clearly identifiable as having originated from legitimate accounts. Legitimate email accounts are:

- A UNSW student account
- An identifiable employer provided account
- An identifiable ISP account (Bigpond, Optus, etc.)

Moodle will be used for all course communications i.e. notices, questions regarding assignments and course content. Please check Moodle regularly as this is where we communicate urgent notices when needed. Please note – only urgent (and very short) enquiries will be answered via e-mail, or telephone. Please attend consultation times or make an appointment if you need to discuss issues in detail. If you need to contact the School urgently you can contact the School Office on 9385-5320 or email istm@unsw.edu.au.

2 COURSE DETAILS

2.1 Teaching Times and Locations
Seminars start in Week 1 (to Week 12): The Time and Location are:
Tuesday 18:00 – 21:00 (6-9pm), Colombo LG05 Theatre C (K-B16-LG05)

2.2 Units of Credit
The course is worth 6 units of credit. There is no parallel teaching of this course with another course in this session.

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 develop students 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 implications 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

<table>
<thead>
<tr>
<th>Business Postgraduate Coursework Program Learning Goals and Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

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):
### Program Learning Goals and Outcomes

<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>
<tr>
<td>1 Knowledge</td>
<td>Students will propose appropriate hard- and software solutions for e-businesses of different types.</td>
<td>• Class Exercises</td>
</tr>
<tr>
<td>2 Critical thinking and problem solving</td>
<td>Students will critically assess and creatively solve managerial and organizational issues related to e-business.</td>
<td>• Class Exercises</td>
</tr>
<tr>
<td>3a Written communication</td>
<td>Students will prepare professional, coherent and concise written reports on e-business topics.</td>
<td>• Class Exercises /Group Assignment</td>
</tr>
<tr>
<td>3b Oral communication</td>
<td>Students will prepare effective presentations of their e-business models.</td>
<td>• Individual/Group – Assignment</td>
</tr>
<tr>
<td>4 Teamwork</td>
<td>Students will create own e-business models in teamwork with their group members.</td>
<td>• Class Exercises /Group Assignment</td>
</tr>
<tr>
<td>5a Ethical, social and environmental responsibility</td>
<td>Student will discuss, reflect on and propose solutions for ethical issues in the context of e-business.</td>
<td>• Class Exercises</td>
</tr>
<tr>
<td>5b Social and cultural awareness</td>
<td>Students will discuss, reflect on and propose solutions for cultural, social and environmental concerns in the context of e-business.</td>
<td>• Class Exercises</td>
</tr>
</tbody>
</table>

### 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. 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 — as detailed below — 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.

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 Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Presentation</td>
<td>8%</td>
<td>Presentation</td>
<td>Weekly</td>
</tr>
<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 Project</td>
<td>22%</td>
<td>Written report, design documents and presentation</td>
<td>Week 12 Seminar</td>
</tr>
<tr>
<td>Exam</td>
<td>50%</td>
<td>2 hours closed book</td>
<td>University Exam Period</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Details of each assessment task:

Class Presentation

This assignment is to be undertaken in groups of 4. Each group is required to deliver ONE short presentation (10-15 mins), based on the lecture topic assigned.

The requirements of the assignment will be set out in the Class Presentation Specification which will be released on the course website in Week 1 and discussed in the Week 1 seminar.

The purpose of the task is to develop students’ in-depth knowledge of the course material, ability to draw derive relevance between lecture and real world example, and analytical analysis skill. The mark assigned to each member of the group may be scaled based on peer assessment of each member’s contribution.

Individual Assignment

This assignment is to be undertaken individually. It involves the preparation of a report of no more than 2,500 words regarding 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 softcopy 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, analyze findings with e-business concepts and prepare a concise report.

Group Assignment

This assignment is to be undertaken in groups of 4 (membership is at your discretion). It involves the preparation of a report and some design documents for an e-business. The group assignment also involves a presentation of your groups work in Week 12.

The requirements of the assignment will be set out in the Group Assignment Specification which will be released on the course website in Week 6 and discussed in the Week 6 seminar. The groups will be finalised in the Week 6 seminar.

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.

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. 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

The textbook for this course is:


Additional course materials 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

## Lecture Schedule

Lectures start in Week 1 and finish in Week 12.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>References</th>
</tr>
</thead>
</table>
| Week 1  
29 February | Introduction | |
| Week 2  
7 March | E-commerce Applications and Platforms | Schneider Ch. 1 |
| Week 3  
14 March | E-commerce Business Models | Schneider Ch. 1, 3 |
| Week 4  
21 March | E-commerce Infrastructure: Hardware and Software | Schneider Ch. 2, 8, 9 |
| Mid-semester break: Friday 25 March – Saturday 2 April inclusive | | |
| Week 5  
4 April | E-commerce Payment & Supply Chain | Schneider Ch. 5, 11 |
| Week 6  
11 April | E-commerce Marketing Models | Schneider Ch. 3, 4 |
| Week 7  
18 April | E-commerce Security | Schneider Ch. 10 |
| Week 8  
25 April | B2B E-commerce | Schneider Ch. 5 |
| Week 9  
2 May | Mobile and Social Commerce | Schneider Ch. 6 |
| Week 10  
9 May | E-Business and Society | Schneider Ch. 7 |
| Week 11  
16 May | E-commerce Trends | TBA |
| Week 12  
23 May | Group presentations | |
| Week 13  
30 May | NO LECTURES | |