

**Macquarie University**

**College of Commerce  
Division of Economic and Financial Studies  
Business Department**

**BUS800:  
E-COMMERCE**

**Unit Outline  
Semester Two, 2006**

**Coordinator and Lecturer: Mr. John Edwards**



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## 1.0 OBJECTIVES

E-commerce is revolutionizing the economic, social, political and legal dimensions of all business environments within which companies and managers now operate. This course aims to provide comprehensive framework for understanding these business changes.

Through a combination of lectures, group discussions and laboratory sessions, this course provides participants with:

1. Conceptual frameworks for understanding e-commerce as a social & business phenomenon
2. Practical skills in the technology of website design, implementation, and administration
3. An analytical and strategic approach to the analysis of e-commerce business problems
4. Oral & written communication, interpersonal, project management, research and decision-making skills

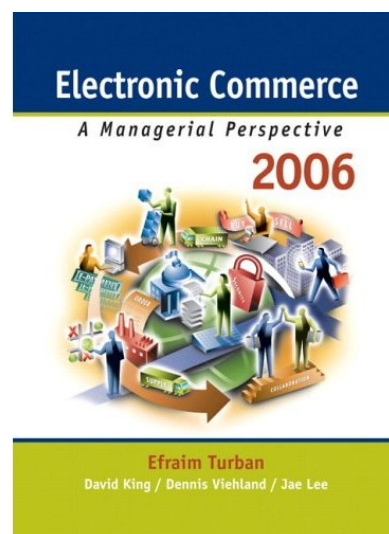
Please note: this is not a technical computing-based course. This unit is not meant to train students to be expert in designing and building web sites but rather get a general understanding of it. If anyone is interested in this field, he or she can choose the subject **MI ST822, Web-Database Engineering**, as the next unit to study.

## 2.0 TEXTBOOK

E. Turban, D. King, D. Viehland, J. Lee; Electronic Commerce 2006: A Managerial Perspective: Prentice-Hall.

Turban et al. (2006) is the main textbook for this class, & available in the Co-op Bookshop on campus. Note that earlier editions of Turban et al, have different content and are not acceptable for this subject.

However, lecture and case study materials have been compiled from numerous sources, and attendance at lectures is ESSENTIAL! Students will be expected to keep up to date with current news about e-commerce issues. For example, The Australian and Sydney Morning Herald have a special IT section, every Tuesday.



### 3.0 LEARNING APPROACH / FORMAT

The unit involves:

- Reading the learning materials (both lecture material and the textbook)
- Discussions with the Lecturer and other students
- Student participation is encouraged and emphasized.
- Project work:
  - Presentation and discussion of a selected case study / discussion questions
  - Developing an E-commerce Report
  - Developing an Electronic Customer Interface Project
- A Final exam
  
- For this Unit you should allocate time for:
  - Step 1 - reading the textbook and materials as specified
  - Step 2 - engaging with the learning materials
  - Step 3 - working on your Electronic Customer Interface Project
  - Step 4 - working on your case study/discussions questions when it is scheduled
  - Step 5 - working on your e-commerce plan

## 4.0 ASSESSMENT

### E-Commerce Report (25%)

An individual assessment, students will be required to develop an electronic commerce report for an industry.

Further details are enclosed on Page 9.

### Real-World Cases / Discussion questions (10%)

In Weeks 2 to 11, as noted in the course schedule, we will have presentations of the Real-World Cases / discussion questions that are listed in the course outline (and found in the text by Turban et al). Working in **pairs**, students must choose **one** of these cases/discussion questions, to present to the class during the semester. For each presentation, your task is to analyse and answer the case study questions. You should undertake additional research from the electronic library databases, and link to conceptual ideas in the relevant text chapter, to fully answer the discussion questions. The presentation should be about 20 minutes in length, and each team member must take a turn speaking. Also you must undertake some activity that will stimulate class interaction and discussion.

A copy of the presentation must be handed in to the Lecturer before the presentation starts and also emailed to the lecturer at [jedwards@efs.mq.edu.au](mailto:jedwards@efs.mq.edu.au).

### YOU MUST USE YOUR MACQUARIE UNIVERSITY EMAIL ADDRESS

Further details are enclosed on Page 10.

### Internet Project (15%)

Students will attend an Internet practical sessions in Weeks 2, 3, 4, & 5. Practical Sessions are held on Fridays at 3-5pm in Room E4B 214. Working in **pairs**, students are required to complete an Internet technology project. The details and topics will be provided in Week Two. The Internet project is due in Week 7 on Wednesday 13 September 2006 at 1PM and is to be submitted to ERIC on the ground floor of building E4B.

All enquiries and other matters concerning this project should be addressed to:

Dr. Kehui Luo, Dept. of Statistics, School of EFS phone ext. 8563

E-mail: [Kluo@efs.mq.edu.au](mailto:Kluo@efs.mq.edu.au)

Further details are enclosed on Page 11.

### Final Examination (50%)

The Final Exam will be conducted on-line, held at Macquarie University.

The final exam is closed book exam.

It is held in Week 13: Friday 10 November 2006 from 1:00pm to 3:30pm. Location: E4B 214.

Further details of the Final Exam will be communicated to students in Week 10.

**YOU MUST PASS THE EXAM TO PASS THE COURSE.**

## Grade Definitions

HD	High Distinction 85-100%	<i>Denotes performance which meets all unit objectives in such an exceptional way and with such marked excellence that it deserves the highest level of recognition.</i>
D	Distinction 75-84%	<i>Denotes performance which clearly deserves a very high level of recognition as an excellent achievement in the unit.</i>
Cr	Credit 65-74%	<i>Denotes performance which is substantially better than would normally be expected of competent students in the unit.</i>
P	Pass 50-64%	<i>Denotes performance which satisfies unit objectives.</i>
PC	Pass Conceded 45-49%	<i>Denotes performance which meets unit objectives only marginally.</i>
F	Fail 0-44%	<i>Denotes that a candidate has failed to complete a unit Satisfactorily</i>
FA	Fail Absent 0-44%	<i>Denotes that a candidate has failed to complete a unit satisfactorily and was absent from a compulsory final examination</i>
W	Withdrawn	<i>No grade as student withdrew with permission prior to final Examination</i>
I	Incomplete	<i>Incomplete Grade yet to be determined as all assessment tasks have not yet been completed</i>
IS	Incomplete Supplementary	<i>Supplementary examination approved and yet to be Completed.</i>

## 5.0 E-COMMERCE REPORT

### Introduction

An individual assessment, students will be required to develop an electronic commerce report for an *industry*, where e-commerce is conducted on the web.

More specifically, students will choose three direct competitors in the industry nominated and analyse the e-business model that the company is utilizing and its contribution to the success or lack of success. For instance, if you picked web-based share trading, the project will assess which company is doing what to get a large share of the market. Knowing the principles of business strategy, which company is likely to succeed and why? What changes would you recommend if you were planning to enter the market. How would you approach the marketing differently.

Analysing the key e-commerce support areas, such as security, payment systems, order fulfilment, e-CRM, is an important part of the report.

Sample Industries could be:

Job search sites, Electronic share-trading services, Wedding web-sites, music web-sites, business-to-business web sites, health information providers, web portals, security providers, Dating web-sites, airlines, banking sites, education.

### Proposal

A one page proposal must be prepared and emailed to the Lecturer by Thursday 24 August 6PM.

Proposal to include:

- ✓ Student Name and Number
- ✓ Industry being analysed
- ✓ Organisations in the industry
- ✓ What e-commerce area is the report focusing on
- ✓ Any Key Issues identified

### Report to include:

- ✓ Student Names, IDs, email-addresses
- ✓ Title of Paper
- ✓ Table of Contents
- ✓ Executive Summary
- ✓ Introduction
- ✓ Clear Description of what the report is about
- ✓ Use of Research and Analysis
- ✓ Recommendations Arising From Analysis
- ✓ References Section using the *Harvard Referencing Method*
- ✓ Research instruments to be included where possible in the Appendices
- ✓ **PROJECT PROPOSAL MUST BE INCLUDED IN THE APPENDICES**
- ✓ Checked for spelling, effective grammar and expression (heavy penalties apply where sections are unreadable due to poor grammar, expression and poor formatting)
- ✓ Due in Week 10, on Friday 20 October 2006 by 6.00pm. Submitted by email to the lecturer.
- ✓ The report to be no more than 12 pages in length (excluding Appendices and Exhibits).

This assessment item is worth 25%.



## 6.0 PRESENTATION and DISCUSSION

Electronic Business and Marketing people confront a diverse range of strategic issues that are addressed differently compared to conventional business environments. The case studies / discussion questions are designed to complement the lecture material through further exploration of various technological and emerging business and marketing issues.

All Case Study / discussion question presentations and discussions should focus on the current status, debates, and issues related to the topic.

### Key Points:

- In Weeks 2 to 11, as note in the course schedule, students will present the Real-World Cases / discussion questions that are listed in the course outline (found in the text by Turban et al).
- Working in **pairs**, students will be allocated **one** of these cases in Week One
- For each presentation, your task is to analyse and answer the questions that accompany the case. You should undertake additional research from the electronic library databases, and link to conceptual ideas in the relevant text chapter, to fully answer the discussion questions.
- The presentation should be about 20 minutes in length, and each team member must take a turn speaking. Also you must undertake some activity that will stimulate class interaction/discussion/etc with the rest of the class.
- A copy of the presentation must be handed in to the Lecturer before the presentation starts AND emailed to the Lecturer.

This assessment item is worth 10%.

## 7.0 INTERNET PROJECT

### Introduction

The Internet Project is designed to enable students to design and build an effective Electronic Business Customer Interface.

During Weeks 2 to 5, you will be introduced to a number of tools assisting effective use of the World Wide Web.

### Key teaching tasks include:

- Developing simple web pages for E-business using HTML, Netscape Composer, and Microsoft FrontPage.
- You will learn to access and query databases in MS Access.
- You will learn to participate in a number of exercises in pairs. Some of the exercises are intended to help you identify the problems which arise in electronic commerce and suggest some solutions. Each pair is also required to undertake some practical exercises and a project on web page design and creating a simple business database using MS Access. The details of the project will be briefed to you in Week 2.

### The key topic areas include:

- Week 2: Personal Productivity
- Week 3: Business Processes and Web Design
- Week 4: Databases
- Week 5: Information Exchange

### Practical sessions dates and times:

Students will attend an Internet practical sessions in Weeks 2, 3, 4, & 5. Practical Sessions are held on Fridays at 3-5pm in Room E4B 214. Working in **pairs**, students are required to complete an Internet technology project. The details and topics will be provided in Week Two.

The Internet project is due in Week 7 on Wednesday 13 September 2006 at 1PM and is to be submitted to ERIC on the ground floor of building E4B.

### All enquiries and other matters concerning this project should be addressed to:

Dr. Kehui Luo, Dept. of Statistics, School of EFS phone ext. 8563  
e-mail: Kluo@efs.mq.edu.au

This Assessment item is worth 15%.

## 8.0 SCHEDULE

Week No./ Date	LECTURE TOPIC	Presentations	READINGS
W1/ 4 Aug	<ul style="list-style-type: none"> <li>Course Overview</li> <li>Introduction to E-Commerce / E-Marketplaces</li> </ul>	Nil	Turban Ch. 1/2
W2/ 11 Aug	<ul style="list-style-type: none"> <li>B2C Models – E-Tailing</li> <li><b>E-Commerce Lab sessions 3-5pm in E4B 214</b></li> </ul>	Wal-Mart: p133/4 Lands End: P89	Turban Ch. 3
W3/ 18 Aug	<ul style="list-style-type: none"> <li>B2C Models – Consumer Behaviour, Advertising</li> <li><b>E-Commerce Lab sessions 3-5pm in E4B 214</b></li> </ul>	Doubleclick p 165 Procter & Gamble p187	Turban Ch. 4
W4/ 25 Aug	<ul style="list-style-type: none"> <li>B2B Models – Private and Public E-Markets</li> <li><b>E-Commerce Lab sessions 3-5pm in E4B 214</b></li> </ul> <p><b>E-COMMERCE REPORT PROPOSAL DUE</b></p>	Eastman p230 Global Transport p271	Turban Ch. 5/6
W5/ 1 Sept	<ul style="list-style-type: none"> <li>B2B Models – Supply Chains, Collaborative Commerce, Intrabusiness EC</li> <li><b>E-Commerce Lab sessions 3-5pm in E4B 214</b></li> </ul>	Cisco p 285 Pioneer p 324	Turban Ch. 7
W6/ 8 Sept	<ul style="list-style-type: none"> <li>E- Government, and E-Learning</li> </ul>	E-Government in Hong Kong p368 WR Grace p352	Turban Ch. 8
W7/ 15 Sept	<ul style="list-style-type: none"> <li>Mobile Commerce</li> </ul> <p><b>INTERNET PROJECT DUE ON WED 13 SEPT</b></p>	Washington Fire Dept p419 i-Mode p394	Turban Ch 9
22 Sept	NO CLASS		
29 Sept	NO CLASS		
W8/ 6 Oct	<ul style="list-style-type: none"> <li>E-Auctions</li> </ul>	Ocean Connect p 454 Online Wine Grape p446	Turban Ch. 10
W9/ 13 Oct	<ul style="list-style-type: none"> <li>Online Security</li> </ul>	Are Hackers using your PC? P467 The Eyes have it p474	Turban Ch. 11
W10/ 20 Oct	<ul style="list-style-type: none"> <li>Payment Systems</li> </ul> <p><b>E-COMMERCE REPORT DUE ON FRIDAY 20 OCTOBER</b> <b>EXAM BRIEFING</b></p>	Hong Kong's Octopus Card p505 Stored-Value cards p509 Wells Fargo p 526	Turban Ch. 12
W11/ 27 Oct	<ul style="list-style-type: none"> <li>Order Fulfilment and e-CRM</li> </ul>	Kozmo.com p543 How companies use eCRM p551 CIGMA p575	Turban Ch.13
W12/ 3 Nov	<b>COURSE REVIEW</b>		
<b>W13/ 10 Nov</b>	<b>2-HOUR FINAL EXAM: 1:00PM-3:20PM</b> <b>Location: E4B 214</b>		

## 9.0 SCHEDULE OF ALL ACTIVITIES

	<b><u>Week 1</u></b> <b><u>w/c 31 July</u></b>	
	Summary	<ul style="list-style-type: none"> <li>• Course overview</li> <li>• Allocation of Presentations</li> <li>• Introduction to e-commerce and e-Marketplaces</li> </ul>
Step 1	Do the reading	<ul style="list-style-type: none"> <li>• Turban Ch. 1 and Ch. 2</li> </ul>
Step 2	Study the learning material	Work through the learning material posted on WebCT
Step 3	Allocation of Presentations	Students need to group into a <i>pair</i> and then select a case study to present on. Email to the lecturer your preferred case study.
	<b><u>Week 2</u></b> <b><u>w/c 7 August</u></b>	<b><u>B2C Models: e-tailing</u></b>
Step 1	Do the reading	<ul style="list-style-type: none"> <li>• Turban Ch. 3</li> </ul>
Step 2	Study the learning material	Work through the learning material posted on WebCT
Step 3	Work on your Assessment	<b>Presentation and Discussion:</b> <ul style="list-style-type: none"> <li>• Wal-Mart p133</li> <li>• Lands End p89</li> </ul>
Step 4	E-Commerce Lab sessions commence	Venue : E4B 214 on Friday 3-5pm
-	<b><u>Week 3</u></b> <b><u>w/c 14 August</u></b>	<b><u>B2C models: Consumer Behaviour and Advertising</u></b>
Step 1	Do the reading	<ul style="list-style-type: none"> <li>• Turban Ch. 4</li> </ul>
Step 2	Study the learning material	Work through the learning material posted on WebCT
Step 3	Work on your Assessment	<b>Start working on your e-commerce proposal</b> <b>Presentations and Discussions</b> <ul style="list-style-type: none"> <li>• Doubleclick p165</li> <li>• Procter &amp; Gamble p187</li> </ul>
Step 4	E-Commerce Lab sessions	Venue : E4B 214 on Friday 3-5pm

-	<b><u>Week 4 w/c 21 August</u></b>	<b><u>B2B models: Private and Public E-Markets</u></b>
Step 1	Do the reading	Turban Ch. 5 and 6
Step 2	Study the learning material	Work through the learning material posted on WebCT
Step 3	Work on your assessment	<b>Presentations and Discussions</b> <ul style="list-style-type: none"> <li>• Eastman p230</li> <li>• Global Transport p271</li> </ul>
Step 4	E-Commerce Lab sessions	Venue : E4B 214 on Friday 3-5pm
Step 5	E-Commerce Proposal	Start working on your E-Commerce Report. Proposal is due on Thursday 24 August 6PM. Email to Lecturer.
-	<b><u>Week 5 w/c 28 August</u></b>	<b><u>B2B models: Supply Chains, Collaborative Commerce, Intrabusiness</u></b>
Step 1	Do the reading	<ul style="list-style-type: none"> <li>• Turban Ch. 7</li> </ul>
Step 2	Study the learning material	Work through the learning material posted on WebCT.
Step 3	Work on your assessment	<b>Presentations and Discussions</b> <ul style="list-style-type: none"> <li>• Cisco p285</li> <li>* Pioneer p324</li> </ul>
Step 4	E-Commerce Lab sessions (final)	Venue : E4B 214 on Friday 3-5pm
	<b><u>Week 6 w/c 4 September</u></b>	<b><u>E-Government and E-Learning</u></b>
Step 1	Do the reading	<ul style="list-style-type: none"> <li>• Turban Ch. 8</li> </ul>
Step 2	Study the learning material	Work through the learning material posted on WebCT
Step 3	Work on your assessment	<b>Internet Project:</b> Due Wed 13 Sept <b>Presentations and Discussions</b> <ul style="list-style-type: none"> <li>• E-Government in Hong Kong p368</li> <li>• WR Grace p352</li> </ul>

-	<b><u>Week 7 w/c 11 September</u></b>	<b><u>Mobile Commerce</u></b>
Step 1	Do the reading	<ul style="list-style-type: none"> <li>• Turban Ch. 9</li> </ul>
Step 2	Study the learning material	Work through the learning material posted on WebCT.
Step 3	Work on your assessments	<p><b>Presentations and Discussions</b></p> <ul style="list-style-type: none"> <li>• Washington Fire Dept p419</li> <li>• iMode p394</li> </ul> <p><b>Internet Project:</b> Due Wed 13 Sept</p> <p><b>E-Commerce Report</b></p> <p>Over the two week break work on your report.</p>
-	<b><u>Week 8 w/c 2 October</u></b>	<b><u>E-Auctions</u></b>
Step 1	Do the reading	<ul style="list-style-type: none"> <li>• Turban Ch. 10</li> </ul>
Step 2	Study the learning material	Work through the learning material posted on WebCT.
Step 3	Work on your assessment	<p><b>E-commerce Report –</b></p> <p>The report needs to be submitted by Friday 20 October 2006 6PM</p> <p><b>Presentations and Discussions</b></p> <ul style="list-style-type: none"> <li>• Online Wine Grape p446</li> <li>• Ocean Connect p454</li> </ul>
-	<b><u>Week 9 w/c 9 October</u></b>	<b><u>Online Security</u></b>
Step 1	Do the reading	<ul style="list-style-type: none"> <li>• Turban Ch. 11</li> </ul>
Step 2	Study the learning material	Work through the learning material posted on WebCT.
Step 3	Work on your assessment	<p><b>E-commerce report</b></p> <p>The report needs to be submitted by Friday 20 October 2006 6PM</p> <p><b>Presentations and Discussions</b></p> <ul style="list-style-type: none"> <li>• Case 11.1: Are hackers using your PC? p467</li> <li>• Case 11.2: The Eyes have it. P474</li> </ul>
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	<b><u>Week 10</u></b> w/c <b><u>16 October</u></b>	<b><u>Payment Systems</u></b>
Step 1	Do the reading	<ul style="list-style-type: none"> <li>• Turban Ch. 12</li> </ul>
Step 2	Study the learning material	Work through the learning material posted on WebCT.
Step 3	Work on your assessment	<p><b>E-commerce report</b></p> <p>The report is due on Friday 20 October 2006 6PM.</p> <p>Email the Report to the Lecturer.</p> <p><b>Presentations and Discussions</b></p> <ul style="list-style-type: none"> <li>• Octopus Card p505</li> <li>• Stored Value Cards p509</li> <li>• Wells Fargo p526</li> </ul> <p><b>Exam Briefing on Friday 20 October in the Lecture.</b></p>
-	<b><u>Week 11</u></b> w/c <b><u>23 October</u></b>	<b><u>Order Fullfilment and e-CRM</u></b>
Step 1	Do the reading	<ul style="list-style-type: none"> <li>• Turban Ch. 13</li> </ul>
Step 2	Study the learning material	Work through the learning material posted on WebCT
Step 3	Work on your assessment	<p><b>Presentations and Discussions</b></p> <ul style="list-style-type: none"> <li>• Kozmo.com p543</li> <li>• E-CRM p 551</li> <li>• Cigma – p575/6</li> </ul>
	<b><u>Week 12</u></b> w/c <b><u>30 October</u></b>	<b><u>Course Review</u></b>
Step 1	Study the learning materials	Work through the learning materials in preparation for the Final Exam
	<b><u>Week 13 Friday 10 November</u></b>	<b><u>FINAL EXAM : 1:00 PM–3.20 PM</u></b>

## 10.0 FURTHER READINGS

Students are strongly encouraged to read widely in the area and to particularly use the World-Wide Web as a powerful source for research in this subject. Students should be aware that apart from the conventional business, IT and marketing journals, there are new online journals and websites covering the latest developments in electronic marketing and electronic commerce.

Below is a list of e-commerce industry news sites and resources found on the Internet. These have trade press industry articles on many topics:

<a href="http://www.ecommercetimes.com">www.ecommercetimes.com</a>	News regarding e-commerce. Large database of articles.
<a href="http://www.etailersdigest.com">www.etailersdigest.com</a>	Includes how to start an etailing business, business strategies, marketing etc.
<a href="http://www.digitrends.com">www.digitrends.com</a>	Interactive marketing news portal. Short articles covering many topics.
<a href="http://www.StrategyWeek.com">www.StrategyWeek.com</a>	E-business news portal.
<a href="http://www.thestandard.com">www.thestandard.com</a>	E-business news portal.
<a href="http://www.internetnews.com">www.internetnews.com</a>	E-business news portal.
<a href="http://www.australia.internet.com">www.australia.internet.com</a>	Australian e-business news portal.
<a href="http://www.internetworld.com">www.internetworld.com</a>	General Internet news portal.
<a href="http://www.techweb.com">www.techweb.com</a>	General Internet news portal.
<a href="http://www.zdnet.com">www.zdnet.com</a>	General information portal includes Interactive Week
<a href="http://www.emarketer.com">www.emarketer.com</a>	Internet and market research statistics and reports.
<a href="http://www.iconocast.com">www.iconocast.com</a>	Internet and market research statistics and reports.
<a href="http://www.internetindicators.com">www.internetindicators.com</a>	Internet economy indicators.
<a href="http://www.100hot.com/index">www.100hot.com/index</a>	The 100 most popular websites across many categories
<a href="http://www.hitwise.com.au">www.hitwise.com.au</a>	The most popular Australian websites. Also provides e-commerce analysis.



A list of **RECOMMENDED BOOKS** is included below:

- Carr, Nicholas G. (Ed.)(2001), *The Digital Enterprise*, Harvard Business School Press, Boston
- Davenport, Thomas H., Laurence Prusak (1998), *Working Knowledge*, Harvard Business School Press, Boston
- Greenberg, Paul (2004), *CRM At The Speed Of Light 3<sup>rd</sup> Edition*, Osborne McGraw-Hill, Emeryville Ca
- HBR (1999), *Harvard Business Review On The Business Value of IT*, Harvard Business Press, Boston
- Magretta, Joan (Ed.)(1999), *Managing In The New Economy*, Harvard Business School Press, Boston
- Mohammed, Rafi, Robert J. Fisher, Bernard J. Jaworski, and Gordon Paddison (2003), *Internet Marketing: Building Advantage in the Networked Economy 2nd Edition* (2nd ed.). Boston: McGraw-Hill.
- Richardson, Paul (Ed.)(2001), *Internet Marketing: Readings And Online Resources*, McGraw-Hill, New York
- Roberts, Mary Lou (2003), *Internet Marketing*, McGraw-Hill/Irwin, Boston
- Sheth, Jagdish, Abdolreza Eshighi, Balia C Krishnan (Eds.)(2001), *Internet Marketing*, Harcourt, Fort Worth, TX
- Strauss, Judy, Adel El-Ansary, and Raymond Frost (2006), *E-Marketing 4th Edition*. Upper Saddle River, NJ: Prentice Hall.
- Tapscott, Don, David Ticoll, Alex Lowy (2000), *Digital Capital*, Harvard Business School Press
- Tapscott, Don (Ed.) (2000), *Creating Value In The Network Economy*, Harvard Business School Press, Boston,

## 11.0 CONTACT DETAILS

### **Coordinator & Lecturer:**

Mr. John Edwards

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E-mail: [jedwards@efs.mq.edu.au](mailto:jedwards@efs.mq.edu.au)

### **Internet Project Instructor:**

Dr. Kehui Luo,

Dept. of Statistics, School of EFS ext. 8563

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## 12.0 PLAGIARISM POLICY

It is important for students to read and understand the University's Plagiarism Policy. This can be accessed on the Macquarie University Website <http://www.student.mq.edu.au/plagiarism>

### What is Plagiarism?

The Academic Senate in June 2001 approved policies and procedures to ensure that the University takes a consistent and equitable approach to plagiarism. The Senate adopted the following definition of plagiarism.

**Definition:** Plagiarism involves using the work of another person and presenting it as one's own. Any of the following acts constitutes plagiarism unless the source of each quotation or piece of borrowed material is clearly acknowledged.

- a) copying out part(s) of any document or audio-visual material (including computer based material);
- b) using or extracting another person's concepts, experimental results, or conclusions;
- c) summarising another person's work;
- d) in an assignment where there was collaborative preparatory work, submitting substantially the same final version of any material as another student.

Encouraging or assisting another person to commit plagiarism is a form of improper collusion and may attract the same penalties which apply to plagiarism.

Opportunities and temptations for plagiarism have increased with the spread of internet access. Plagiarism is a serious threat to the teaching and accreditation process, and seriously undermines the collegial and ethical principles which underpin the work of a University.

### 2) The Dangers of Plagiarism and How to Avoid it

The integrity of learning and scholarship depends on a code of conduct governing good practise and acceptable academic behaviour. One of the most important elements of good practise involves acknowledging carefully the people whose ideas we have used, borrowed, or developed. All students and scholars are bound by these rules because all scholarly work depends in one way or another on the work of others.

Therefore, there is nothing wrong in a student using the work of others as a basis for their own work, nor is it evidence of inadequacy on the student's part, provided they do not attempt to pass off someone else's work as their own.

To maintain good academic practice, so that a student may be given credit for their own efforts, and so that their own contribution can be properly appreciated and evaluated, they should acknowledge their sources and they should ALWAYS:

- i) state clearly in the appropriate form where they found the material on which they have based their work, using the system of reference specified by the Division in which their assignment was set;
- ii) acknowledge the people whose concepts, experiments, or results they have extracted, developed, or summarised, even if they put these ideas into their own words;
- iii) avoid excessive copying of passages by another author, even where the source is acknowledged. Find another form of words to show that the student has thought about the material and understood it, but stating clearly where they found the ideas.

If a student uses the work of another person without clearly stating or acknowledging their source, the result is falsely claiming that material as their own work and committing an act of PLAGIARISM. This is a very serious violation of good practice and an offence for which a student will be penalised.

**A STUDENT WILL BE GUILTY OF PLAGIARISM** if they do any of the following in an assignment, or in any piece of work which is to be assessed, without clearly acknowledging their source(s) for each quotation or piece of borrowed material:

- a) copy out part(s) of any document or audio-visual material, including computer-based material;
- b) use or extract someone else's concepts or experimental results or conclusions, even if they put them in your words;
- c) copy out or take ideas from the work of another student, even if they put the borrowed material in their own words;
- d) submit substantially the same final version of any material as a fellow student. On occasions, a student may be encouraged to prepare their work with someone else, but the final form of the assignment must be their own independent endeavour.

### **3) Examples**

The following are examples of plagiarism, scaled from the mildest to most serious offences, which may be collectively known as "The Plagiarism Continuum" (Walker, J. (1998) "Student Plagiarism in Universities: What Are We Doing About it?" Higher Education Research and Development, 17, 1, 89-105)

"Sham paraphrasing": Material copied verbatim from text and source acknowledged but represented as paraphrased.

"Illicit paraphrasing": Material paraphrased from text without acknowledgement of source.

"Other plagiarism": Material copied from another student's assignment with the knowledge of the other student.

"Verbatim copying": Material copied verbatim from text without acknowledgement of the source.

"Self-plagiarism" or "recycling": Same assignment submitted more than once for different courses.

"Ghostwriting": Assignment written by a third party and represented by student as own work.

"Purloining": Assignment copied from another student's assignment or other person's paper without the person's knowledge.

### **4) Procedures that will be followed in cases of suspected plagiarism**

It is recognised that different kinds of plagiarism take place and require different approaches and procedures. However it is in the interests of natural justice for all parties to have a consistent set of procedures and penalties. The Academic Senate has approved the following procedures to be followed in cases of suspected plagiarism.

The level of intent to deceive and the extent of the plagiarism should be the principal criteria for determining penalties. For example, a deliberate intention to deceive and gain unwarranted advantage will attract severe penalties, as will copying essays and assignments in whole from other students or other sources.

The staff member who suspects an instance of plagiarism will report the situation to the convenor of the unit involved, or to the Head of Department (if the staff member in question is the convenor), or to any other person designated by the Head of Division as appropriate. After discussion, if the Chair agrees that the case warrants more than a warning, the student will be informed in writing of the nature of the complaint and given an opportunity to respond in writing. If the response indicates that there is a case to answer, it will be referred in writing to the Head of Division with a recommendation about a penalty.

The Head of Division may then call for further discussion, or sign off on the recommended penalty. This should be in writing.

Where the Head of Division feels the case is particularly serious or requires further investigation, the case may be referred to the Vice-Chancellor via the Registrar and Vice-Principal. The Vice-Chancellor may refer the case to the University Discipline Committee.

Under all circumstances where the Head of Division finds that plagiarism has occurred, a form (see below) will be added to the student's file. The student will be given the opportunity to add a comment to the record and will be asked to sign the form. A copy of the form will also be given to the student.

#### STUDENT RECORD OF PLAGIARISM

Student Name:

Student Number:

Division of Enrolment:

Unit of Study:

Unit Chair:

Year and Semester of Offering:

Task Involved:

Proportion of value of unit assessment (%):

This student has been found to have committed plagiarism under the following circumstances:

.....  
.....  
.....

Were other students involved? Give details:

.....  
.....  
.....

The offence was deemed to be: Minor Moderate Severe

The student was counselled : Yes No

The student admits plagiarism was deliberate: Yes No

The following penalties were applied:

.....  
.....  
.....

Signed: Student:

The student has received a copy of this form : Yes No

#### 5) Penalties

Offences of plagiarism will attract penalties which may vary from counselling and a warning, the deduction of all marks for the assignment, to failure in the unit and reference to the University Discipline Committee. The penalty will depend upon the extent of the plagiarism, whether it is a first or repeated offence, whether there is evidence of deliberate deceit and whether advantage has been taken of another student.



# BUS800 E-COMMERCE

Semester Two 2006

## **INTERNET PROJECT**

### COVER SHEET

LECTURER: Dr. Kehui Luo

Student Name	ID number	Signature





BUS800  
E-COMMERCE

Semester Two 2006

**PRESENTATION**

COVER SHEET

LECTURER: Mr. John Edwards

Student Name	ID number	Signature