MACQUARIE
UNIVERSITY ~ SYDNEY

DIVISION OF ECONOMIC AND FINANCIAL STUDIES

GRADUATE ACCOUNTING AND COMMERCE CENTRE

BUS800 E-COMMERCE

Convenor and Lecturer:
Mr. John Edwards

UNIT OUTLINE

Semester One, 2008

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1.0   INTRODUCTION

Electronic Commerce (BUS800) is a postgraduate business management course offered during Semester One of the 2008 academic year at Macquarie University: both on-campus and online.

The purpose of Electronic Commerce is for students to acquire the skills necessary to develop and implement strategies for e-commerce opportunities in the organisations in which they work.

BUS800 E-Commerce is a 4 point credit subject, included in the Master of International Business; MCom Business, and MCom Marketing Degree Programs.

MKGT804 Marketing Seminar (E-Business Marketing) is another course available for students who may wish to focus solely on the marketing areas of E-Business.

Please note that 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 managerial understanding of e-commerce. If anyone is interested in this field, he or she can choose the subject **MIST822, Web-Database Engineering**, as the next unit to study.

Why study E-Commerce ?

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.

Electronic Commerce offers real and abundant opportunities for small, medium and large companies throughout the world, and especially in Australia. These firms use electronic technologies to sell products and services; to stay connected with customers, salespeople, and suppliers; to reduce costs; to speed up business processes; to create more efficient supply chains; to expand their business efficiently; and for many more reasons to numerous to list here.

Although thousands of companies worldwide are already using e-commerce business solutions and getting positive results, it rarely happens easily and never without some degree of planning. That is when strategy counts!

When undertaking a new method or way of doing things, it is always wise to define your strategy first. Each business needs a strategy to determine its intentions within the marketplace.

This course helps you learn to do that. It doesn't matter whether your background is technical or managerial, this course will help you prepare to be an active participant in leading the organisation in which you work into the digital future.

2.0   OBJECTIVES

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

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

3.0   COURSE OVERVIEW

This course is designed for students who are about to graduate into the marketplace, where e-commerce is conducted. It enables students to see why and how electronic (internet based) technologies can be used to achieve organisational goals and objectives, and to improve their competitive advantage. The course also analyses the current trend by many organizations to use Web Sites as part of a rich multi-channel delivery strategy to provide choice and value to the consumer.

Week One to Six:
Lectures and case study discussions is on Fridays, from 1.00PM to 3.00PM. The emphasis of this lecture is on reviewing content offered in the textbook and introducing new content. Case study presentations and discussions are also conducted, commencing in Week 2.

The Internet Project lab sessions are on Fridays, from 3.00PM to 5.00pm, in Weeks 2,3, 5 and 6. The Internet Project is designed to enable students to design and build an effective Electronic Business Customer Interface.

Please note in Week 4, Friday 21 March 2008 is Good Friday (a Public Holiday). An alternative day and time will be made in this week, to cover the lecture material and case study presentations for Week 4.

Week Seven to Twelve:
Lectures and case study discussions is on Fridays, from 1.00PM to 4.00PM. The emphasis of this lecture is on reviewing key content offered in the textbook and introducing new and updated content. Case study presentations and discussions are also conducted during the class.

Week Thirteen:
The Final Exam is being held in Week 13: Friday 6 June 2008. Start time: 1PM.

Topics, readings, case studies, assignments and links to lecture notes can be found in the BUS800 course schedule, on page 12.

4. LEARNING OUTCOMES

On successful completion of E-Commerce, students should be able to:

1. Understand the concepts and approaches applied to e-commerce within organisations and Computer-Mediated Environments (CME's)
2. Understand contemporary and emerging skills and capabilities required for E-Commerce in the digital age.
3. Understand the infrastructures that contributes to current and emerging E-Commerce frameworks, models and philosophy.
4. Gain an introduction to new e-commerce philosophies and practice based on Web 2.0, Mobile Commerce.
5. Gain an introduction to methodologies to explore and develop insights and strategic conversation on new and emerging e-commerce technologies, products and services.

The Macquarie University experience is designed to lead students to a career in the city and a place in the world. It encourages life-long learning and links teaching to cutting-edge research.

Macquarie University seeks to develop generic skills for students, building flexible outcomes for life and for the workplace over a life's career. These skills include:
- foundation skills of literacy, numeracy and information technology;
- self-awareness and interpersonal skills, such as the capacity for self-management, collaboration and leadership;
- communication skills for effective presentation and cultural understanding;
- critical analysis skills to evaluate, synthesise and judge;
- problem-solving skills to apply and adapt knowledge to the real world; and
- creative thinking skills to imagine, invent and discover.

5. CONVENOR, LECTURER AND CLASS DETAILS

Convenor and Lecturer:

Mr. John Edwards

Office: Graduate Accounting and Commerce Centre
Location: E4A 217
Mobile Phone: 0417 066 068
Email: jedwards@efs.mq.edu.au (preferred method for fast response)
Telephone: (+61 2) 9850 8484
Fax: (+61 2) 9850 9956

Class Details

Class Code	Day	Location	Time	Lecturer
BUS800	Friday	W5C 320	1.00PM	John Edwards M: 0417 066 068 jedwards@efs.mq.edu.au

Internet Project Instructor:
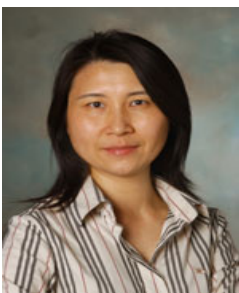
Dr Kehui Luo
Organisational Unit: Department of Statistics
Telephone: (+61 2) 9850-8563
Fax: (+61 2) 9850-7669
Email: kluo@efs.mq.edu.au
Location: E4A 532

6.0 TEXT AND READINGS

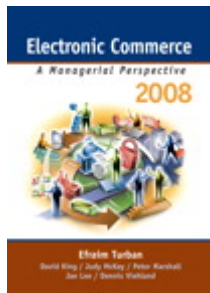E. Turban, D. King, J. McKay, P. Marshall, J. Lee, D. Viehland; <u>Electronic Commerce **2008**: A Managerial Perspective:</u> Prentice-Hall.

Turban et al. **(2008)** is the main textbook for this course and is available in the Macquarie University Co-op Bookshop. Note that earlier editions of Turban et al, have different content and are not acceptable for this subject.

The textbook covers all the essential topics in e-commerce (e.g., business models, formulating e-commerce strategy, how e-commerce delivers value to the business) and several important related topics as well (e.g. Web 2.0, Mobile Computing).

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.

All teaching resources (e.g. lecture notes, case studies, assignment submissions) are all available through Blackboard CE6 / BUS800.

SUPPLEMENTARY 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 many online journals and websites covering the latest developments in electronic marketing and electronic commerce.

Most supplemental readings and background materials will be published on-line, as noted in the course schedule. If there is a need for printed supplemental readings they will be placed on e-reserve in the Library.

A list of e-marketing Industry news websites and resources can be found on Blackboard CE6 / BUS800.

7.0   LEARNING APPROACH AND FORMAT

The course involves:

➢ Reading the learning materials (both lecture material and the textbook)

➢ Class discussions with the Lecturer and other students

➢ Student discussion and participation, is encouraged and emphasized in all classes and on Blackboard CE6 / BUS800 / Discussion Board

➢ Assessment Items:

      o   Electronic Customer Interface Project

      o   Presentation and discussion of a selected case study

      o   E-commerce Strategy Project

      o   Final Exam

For this course you should allocate time for:

➢ Step 1 - reading the textbook and materials as specified in the Course Schedule

➢ Step 2 - engaging with the learning materials

➢ Step 3 - working on your Internet Project

➢ Step 4 - working on your case study/discussions questions, when it is scheduled

➢ Step 5 - working on your E-commerce Strategy Project

➢ Step 6 – studying for your Final Exam

8. STUDENT WORKLOAD

In order to optimise the value of your learning, it is strongly advised to prepare before each session, enthusiastically participate in each session, and then reflect on each session. The amount of time spent out of class will vary for each individual, depending on competencies and proficiency in any area. An approximation is between 80-120 hours per unit, which is an average of 8-12 hours per session. Effective learning requires interaction between you, your instructor, and your peers. The better prepared you are before each session the greater the learning value from more focused questions and discussions. In addition, reflecting on what you have learned is an important process for you to confidently apply your newly learned skills. Therefore, in order to gain the most learning value from the synergistic relationship between your support materials and your specific unit material it is highly recommended you follow these steps for each Session:

Before each Class

1. Read the Support Materials "Overview" and "Checklist".
2. Read the Support Materials "Reflection" and engage in the "Activities".
3. Read the Support Materials notes and answer any given questions or problems.
4. Pre-read your Instructor's Lecture notes for more detailed comprehension.
5. Follow any other learning leads from your Instructor and Blackboard CE6.

During each Class

1. Enthusiastically participate in the "Activities" guided by your Instructor.
2. Contribute to each session with focused questions and discussions.
3. Attempt any questions and problems shown in your class.
4. Identify clearly what you know you know and what you know you don't know.
5. Ask your Instructor about any questions or problems from this or any class.

After each Class

1. Attempt any questions and problems advised by your Instructor.
2. Reflect **IN** action (while doing these questions and problems).
3. Review the worked solutions to questions and problems.
4. Reflect **ON** action (after you have done these questions and problems).
5. Identify clearly what you know you know and what you know you don't know

9. E-LEARNING APPLICATIONS

a. Blackboard CE6

- Blackboard CE6 is the main e-learning platform for communication to students undertaking BUS800 E-Commerce. You access Blackboard CE6 via the Macquarie University website. You need to log in using your student ID and password.

- Communication with students and the lecturer is primarily conducted "face-to-face", and through Blackboard CE6. This includes:

    - Posting messages, both public and private (MAIL)

    - Posting comments/discussion items (DISCUSSION ROOMS)

    - Accessing and printing lecture material (PRINTING OFF LECTURE NOTES AND POWERPOINTS)

    - Submitting Case studies and Assignments (ASSIGNMENTS)

    - Conducting the Final Exam (QUIZ)

    - Accessing Grades and Marks (MY GRADE)

b. iLectures

- i-Lectures are recordings of "face-to-face" Lectures. You can access these from within Blackboard CE6 / BUS800.

- Every topic will be recorded, so that you can listen to them at a later time, and even download them on your MP3 player or iPod.

c. Live Classroom

- Live Classroom is a "Live" communication tool that allows students and conveners to communicate via the web using voice and text and also share files and desktops. You will be able to access Live Classroom from within Blackboard CE6 / BUS800 and you will be automatically enrolled in the application.

- Live Classroom will be used during the semester. The day and time will be advised in Week One.

10. COURSE SCHEDULE

Week No./ Date	LECTURE TOPIC	CASE STUDIES	READINGS
Week 1 29 Feb	Introduction to E-Commerce and E-Marketplaces	Nil	Turban Ch. 1 and 2
Week 2 7 March	**Internet Consumer Retailing** • Retailing in E-Commerce: Products and Services Internet Project Lab Session 3-5pm in E4B 214	YouTube p120 Wal-Mart Powers Online p149 (Q1, 2, 5,7)	Turban Ch. 3
Week 3 14 March	**Internet Consumer Retailing** • Consumer Behaviour, Market Research and Advertising Internet Project Lab Session 3-5pm in E4B 214	1-800-FLOWERS.COM p211 Proctor and Gamble p172	Turban Ch. 4
Week 4 (Date TBC)	**B2B E-Commerce – Part One** • B2B Private E-Marketplaces • B2B Public Exchanges	Eastman Chemical p257 IMarketKorea (IMK) p298	Turban Ch. 5 Turban Ch. 6
Week 5 28 March	**B2B E-Commerce – Part Two** • E-Supply Chains, Collaborative Commerce, Intrabusiness EC, and Corporate Portals Internet Project Lab Session 3-5pm in E4B 214	Sysco p358 Nike p315	Turban Ch. 7
Week 6 4 April	**Mobile Commerce and Pervasive Computing** Internet Project Lab Session 3-5pm in E4B 214	7-11 p466 Wi-Fi Sensor p460	Turban Ch 9
Week 7 11 April	**Dynamic Trading: E-Auctions** **Developing an E-Commerce Strategy – Project Briefing**	Singapore TE p476 Winebid.com p495	Turban Ch. 10
18 April	NO CLASS		
25 April	NO CLASS		
Week 8 2 May	**E-Commerce Security**	Who is using your PC? P525 The Eyes have it p529 UBS PaineWebber p543	Turban Ch. 11
Week 9 9 May	**Electronic Payment Systems**	CompUSA p555 TaiwanMoney Card p560 Stored value Cards p564	Turban Ch. 12
Week 10 16 May	**Order Fulfillment** E-Commerce Strategy Project is due on Friday 16 May at 1PM	Schurman Fine Paper p597 Peacocks of Wales p598 Daisy Brand p602	Turban Ch. 13
Week 11 23 May	**CRM and E-Commerce** Final Exam Briefing	How Companies use CRM p609 IBMs Teleweb Channel p615 HSBC Mexico p621	Turban Ch. 13
Week 12 30 May	**Course Review**		
Week 13 **6 June**	**3 HOUR FINAL EXAM: 1:00PM-4.00PM** **Location: E4B 214**		

11. COURSE SCHEDULE OF ALL ACTIVITIES

	Week 1	Course overview **Introduction to e-commerce and e-Marketplaces**
Step 1	Do the reading	• Turban Ch. 1 and Ch. 2
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Select a case study	Students will need to group into a pair and then select a case study to work on.
	Week 2	**Retailing in E-Commerce: Products and Services**
Step 1	Do the reading	• Turban Ch. 3
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case study for class discussion.	Case Study Presentation and Discussion: • YouTube p120 • Wal-Mart Powers Online p149 (Q1, 2, 5,7)
Step 4	Internet Lab sessions commence	Venue : E4B 214 on Friday 3-5pm
	Week 3	**Consumer Behaviour, Market Research and Advertising**
Step 1	Do the reading	• Turban Ch. 4
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • 1-800-FLOWERS.COM p211 • Proctor and Gamble p172
Step 4	Internet Lab session	Venue : E4B 214 on Friday 3-5pm

	Week 4	**B2B eMarketplaces: Private and Public E-Markets**
	Friday 21 March is a Public Holiday Lecture Date TBC for this week	
Step 1	Do the reading	• Turban Ch 5 and Ch 6
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • Eastman Chemical p257 • IMarketKorea (IMK) p298
	Week 5	**B2B models: Supply Chains, Collaborative Commerce, Intrabusiness**
Step 1	Do the reading	• Turban Ch. 7
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • Sysco p358 • Nike p315
Step 4	Internet Lab session	Venue : E4B 214 on Friday 3-5pm
	Week 6	**Mobile Commerce and Pervasive Computing**
Step 1	Do the reading	• Turban Ch. 9
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • 7-11 p466 and Case 9.3 Wi-Fi p460
Step 4	Internet Lab session (Final)	Venue : E4B 214 on Friday 3-5pm

	Week 7	**Dynamic Trading and E-Auctions**
Step 1	Do the reading	• Turban Ch. 10
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • Singapore TE p476 • Winebid.com p495
Step 4	Developing an E-Commerce Strategy	Project Briefing and support
Step 5	Internet Project	Internet Project due Thursday 10 April 2008
	Week 8	**E-Commerce Security**
Step 1	Do the reading	• Turban Ch. 11
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • Who is using your PC? P525 • The Eyes Have it p529 • UBS PaineWebber p543
	Week 9	**Electronic Payment Systems**
Step 1	Do the reading	• Turban Ch. 12
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • CompUSA p555 • TaiwanMoney Card p560 • Stored Value Cards p564

	Week 10	Order Fulfillment
Step 1	Do the reading	• Turban Ch. 13
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • Schurman Fine Paper p597 • Peacocks of Wales p598 • Daisy Brand p602
Step 4	E-Commerce Strategy Project	Due on Friday 16 May 2008 at 1.00PM
	Week 11	CRM and eCommerce
Step 1	Do the reading	• Turban Ch. 13
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion.	• How Companies use CRM p609 • IBMs Teleweb Channel p615 • HSBC Mexico p621
Step 4	Final Exam Briefing	
	Week 12	Course Review
Step 1	Study the learning materials	Work through the learning materials in preparation for the Final Exam
	Week 13 Friday 6 June 2008	FINAL EXAM : 1:00 PM–4.00 PM Venue: E4B 214

12.0   ASSESSMENT ITEMS

The assessment system has been designed to help students learn and apply the concepts introduced during the course.

The purpose of the assessment is to assess
•   the extent to which you *understand* the concepts, ideas and theories   introduced;
•   your ability to *apply* these concepts to your own experience; and
•   your ability to *develop* and *support* an argument and recommendations

BUS800 E-Commerce is assessed by a Case Study Presentation and Discussion, an Internet Project, an E-Commerce Strategy Project and a Final Examination.

Item	Title	Due By	Marks
1.	Case Study Presentation and Discussion	As per Schedule in Week 1	10%
2.	Internet Project	Thursday 10 April 2008 at 1PM	20%
4.	E-Commerce Strategy Project	Friday 16 May at 1PM	20%
3.	Final Exam	Friday 6 June at 1PM	50%

Achievement of an overall mark of 50% is required to pass the unit.

Students need to pass the Final Exam to pass this unit.

a.   CASE STUDY PRESENTATION AND DISCUSSION

Each week, as noted in the course schedule, we will have presentations of the Case Studies and their discussion questions (as found in the text by Turban et al).

Working in **pairs**, students must choose **one** of these cases studies to present and discuss 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. Also, all Case Study / discussion question presentations and discussions should focus on the current status, debates, and issues related to the topic.

The presentation should be about 15-20 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 <u>before</u> the presentation starts.

> **Getting Started:**
> 1. Choose a Partner to work with for the presentation
> 2. Select your case study preferred case study, and a second option
> 3. Post your selection onto Blackboard CE6 / BUS800 / MAIL
> 4. The students who first post their nominated case study, will be allocated it.
> 5. The Lecturer will confirm the case study via Blackboard CE6 / BUS800 / MAIL

This assessment item is worth 10%.

b. INTERNET PROJECT

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

During Weeks 2,3, 5 and 6 (Fridays class in Week 4 is a Public Holiday), practical tutorial sessions will be conducted where students 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: Introduction to the Internet Project and Web Search
➢ Week 3: Web Page Design
➢ Week 5: Business Databases
➢ Week 6: Information Exchange

Practical sessions dates and times:
Students will attend an internet practical session in Weeks 2, 3, 5 & 6. 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 **Thursday 10 April 2008 at 1PM** and is to be submitted to ERIC (Ground Floor Room 106 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 20%.

c. E-COMMERCE STRATEGY PROJECT

Project Overview

The purpose of the strategy plan project is to give students an opportunity to explore how some of the concepts introduced in Electronic Commerce can be applied in practice. Specifically, students assume the role of a business strategist who has been hired by a new or existing business to write a strategy plan for an e-commerce initiative that the organisation is considering.

As used in this assignment, a strategy plan is an abbreviated business plan, a document that includes sections such as mission statement and goals, business model, competitor analysis, market strategy and risk assessment. Not included in the strategy plan, but usually in a business plan, are sections such as management team, production plans and financial statements.

Project Teams

The project begins by organising the class into project teams of two members each. By the fourth week of class each team must send mail (via Blackboard CE6 / BUS800) message to the Lecturer stating:

(a) the names, student ID numbers and e-mail addresses of all the team members,

(b) the intended target firm (e.g., Aussie Mobile or Aussie Catering) for their project.

Self-selection of team members is highly encouraged, but students unable to form a project team by Week 4 will be formed into project teams at the lecture on that day.

Each member of the team will receive the same grade on both project deliverables.
Issues related to team operation (e.g., free riders, team member withdrawal from paper) will be dealt with on an individual basis as they arise. If your team is in trouble or if interpersonal problems are arising, it is your responsibility to solve them promptly or bring them to the Lecturer for resolution.

Target Firms

Two fictitious projects and company has been created for this assignment and any resemblance to existing firms is coincidental. Your team needs to choose **one** project. The general intent of the project must be within the core competencies of the organisation. However, the owners of the companies are open to suggestions from you about the direction the initiative should take. For example: Should the initiative have a broad focus? Or should the site have a specialty and fill a niche market? How should the initiative be branded? All decisions and proposals you make must be justified and/or adequately explained.

Project No.1
Aussie Mobile aims to be the Web's premier mobile portal for Australian mobile phone users. Owned and operated by Hi Tech Enterprises Ltd, (based in Sydney), this Web site intends to offer a place on the Web where mobile phone owners can find content and services to enhance their use, enjoyment and ownership of their mobile phones. (Officially, a mobile portal is "a customer access and interaction channel, optimised for mobility, that aggregates and provides content to and services for mobile users" - _Electronic Commerce 2008: A Managerial Perspective_ by Turban et al, p. 437). The General Manager of Hi Tech Enterprises, Daniel Lay, has high aspirations, describing the site in phrases such as "a dynamic online resource for all things mobile" and "the number one mobile portal for all 02X's". The biggest challenge facing this company is how to offer something that isn't available at other portals, and which will appeal to Australian mobile phone

users. Part of your responsibility is to determine the services that can be offered at the Aussie Mobile site to enable Hi Tech Enterprises to succeed in this venture.

Project No.2

Aussie Catering (based in Sydney) specialises in high-end corporate business functions -- corporate appreciation dinners, client entertaining, business conference lunches, wine tastings, etc. The main emphasis of the current Web site is to provide information about the company (e.g., ownership, set menus, customer testimonials, contact information). However Aussie catering want to make the site more interactive, for example, to allow potential clients to create their own menus. Aussie Catering is also interested in offering entertainment options to accompany the food they serve -- a dance band, a classical music quartet, an Aboriginal cultural group, etc. The biggest challenge facing Aussie Caterers is how to turn an average, boring site into one with interactivity, personalisation, and offers e-commerce functionality. This is now your challenge too.

Recommended Project Structure:

Executive summary: A one-page summary (Key Findings) of the plan.
The executive summary should leave the reader feeling informed about what is inside and encouraged to read on.

Introduction and Background

Business description: The business description, sometimes called the business concept, is the most important part of your strategy plan because it sells your idea to your client.

Analysis:
- Industry, Competitor and Marketing Analysis

Research:
- Key Secondary Research (Main Findings)

Strategy (Plan):
- This includes the mission statement, strategy objectives, a brief description of products and services and/or critical success factors required to make this business a success.
- Business (online) model: current and in the future
- Key E-commerce Areas:

    o *Security,*

    o *Payment systems,*

    o *Order fulfilment,*

    o *e-CRM (Customer Service and Support)*

Recommendations:
- You should make explicit recommendations about what the owners should do next, based on the analysis and strategy presented in the plan.

Conclusion

Project Requirements

The strategy plan is to be printed on A4 paper using a Times Roman, 10-point font with 2.5 cm margins and 1.5 line spacing. Colour can be used but no extra credit will be given for this. The plan is to be stapled in the upper left-hand corner with the materials in the order listed above.

Timing and Handing in of Projects:
The project is due no later than Friday 16 May 2008 1PM.
It can either be emailed to the Lecturer or handed in as a hard copy in the Week 10 class

Late assignments will be assessed two late marks for each 24-hour period the assignment is submitted after the due date.

No. of pages: 15 pages (max.) plus the Appendix.

In format, presentation and content, the plan should look like a professional plan.
Please use the Group Assessment Cover Sheet

The usual rules about plagiarism and group work apply to this assignment. Briefly, you may not copy from other students and if you include material from other work it is absolutely imperative that you give due acknowledgment. The penalty for plagiarism is loss of partial or all marks on this assignment for all students involved.

This assessment item is worth 20 marks.

d.   FINAL EXAMINATION

The Final Exam will be held at Macquarie University.
It is a 3 hour closed book (online) exam, held in Week 13:
Date: Friday 6 June 2008 from 1:00pm to 4:00pm. Location: E4B 214.

Further details of the Final Exam will be communicated to students in Week 11.

YOU MUST PASS THE EXAM TO PASS THE COURSE.

13. UNIVERSITY POLICY ON GRADING

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

Grade Definitions

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

14. UNIVERSITY POLICY ON PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Postgraduate Studies* or on the web at: www.student.mq.edu.au/plagiarism

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

15. STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can accessed at www.student.mq.edu.au

16. CODE OF CONDUCT

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer.

Students are expected to be quiet during lectures unless, of course, class participation is required.

Mobile phones should be turned off during classes; not simply set to "silent".