

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

# BUS800 E-Commerce Strategy

Semester Two, 2011

*Department of Marketing and Management*

**MACQUARIE UNIVERSITY  
FACULTY OF BUSINESS AND ECONOMICS  
DEPARTMENT OF BUSINESS  
UNIT OUTLINE**

<b>Year and Semester:</b>	2011, Semester Two
<b>Unit Convenor:</b>	John Edwards
<b>Unit Moderator:</b>	John Edwards
<b>Prerequisites:</b>	BUS651 or admission to MCom or MIB or MEc or MActPrac prior to 2011
<b>Credit Points:</b>	4 Points

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult the Unit Convenor.

#### **ABOUT THIS UNIT**

*BUS800 E-Commerce Strategy* is a postgraduate business management course offered **ONLINE** during Semester Two in 2011 at Macquarie University.

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

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

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 to gain a managerial understanding of e-commerce.

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

#### **Why study *E-Commerce Strategy*?**

E-commerce is revolutionising 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.

E-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 too 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.

#### **TEACHING STAFF**

**Lecturer and Moderator:** John Edwards  
Email: [john.edwards@mq.edu.au](mailto:john.edwards@mq.edu.au)  
Phone: 0417 066 068  
Linkedin: <http://au.linkedin.com/in/jcpedwards>

#### **CONSULTATION TIMES**

Your Lecturer and Moderator is available for regular consultation through Blackboard, either using the discussion room facility or by private email, depending on the nature of the correspondence.

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

#### **CLASSES**

The on-line program is conducted through Macquarie University's On Line Teaching Facility (Blackboard)

- When studying on-line, your computer is the classroom
- Blackboard is where,
  - you will interact and liaise with the Lecturer and other students
  - your assessment tasks will be completed and submitted on-line
  - you conduct your final exam

The full resources of Macquarie University including the MU Library are available to on-line students.

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

### Prescribed Text

There is no prescribed textbook for this course.

*Reading material* has been developed for this Unit and is set up as Hyperlinks within the Readings area of the Unit in Blackboard.

Also latest articles can be found in the *Weblink* area of Blackboard.

### Recommended texts, articles, and publications

In addition to the textbook, 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.

A list of e-commerce Industry news websites and resources can be found on the Blackboard site.

## TECHNOLOGY USED AND REQUIRED

The online BUS800 unit:

- Uses Blackboard
- Uses 'normal' software that is on your PC or laptop (or is downloadable for free from the Web). You do not need any special software
- Uses the normal web application and videos
- Uses the Adobe Connect Pro e-Learning software
- If you are still having troubles, contact the Moderator.

## UNIT WEB PAGE

The web page for this unit can be found at:

<http://learn.mq.edu.au/webct/cobaltMainFrame.dowebct>

## LEARNING OUTCOMES

The learning outcomes of this unit are:

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 contribute to current and emerging E-Commerce frameworks, models and philosophy.
4. Review new e-commerce philosophies and practice based on Web 2.0, and Mobile Commerce.
5. Gain a knowledge of methodologies to explore and develop insights and strategic conversation on new and emerging e-commerce technologies, products and services.

## GRADUATE CAPABILITIES

Marketing and Business Management graduates are expected to know the following six (6) discipline specific knowledge and skills upon graduation. This unit contributes to this learning by helping students develop the following capabilities.

1. Learn to apply e-commerce principles and tactics in local and global markets for organisations and governments in order to achieve commercial outcomes (e.g., profit) or help solve social problems (e.g. environmental issues).
2. Understand how and why consumers make decisions when purchasing products and services online.
3. Learn to define a problem consistent with business decisions, determine the information need, and then gather and process data to aid those decisions.
4. Learn the key E-Commerce concepts – security, payments, order fulfilment and customer service and support, and how they are integrated into business planning and operations.
5. Understand the key concepts of eTailing and B2B in delivering value to targeted markets and segments.
6. Learn E-Commerce Strategy models, tools and analytical techniques in order to maximise a company's chances of achieving a sustainable competitive advantage.

In addition to the discipline based learning objectives above, Macquarie University also seeks to develop the following 6 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world. This unit contributes to this learning by helping student develop generic skills number 1,2, 3, and 4 below (italicised).

## **Cognitive Capabilities**

### **1. Discipline Knowledge and Skills**

*Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.*

### **2. Critical, Analytical and Integrative Thinking**

*Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.*

### **3. Research and Problem Solving Capability**

*Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.*

## **Interpersonal and Personal Dispositions**

### **4. Effective Communication**

*Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.*

### **5. Engaged and Responsible, Active and Ethical Citizens**

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

### **6. Capable of Professional and Personal Judgment and Initiative**

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

## TEACHING AND LEARNING STRATEGY

**Blackboard** is the key e-learning platform for communication to students undertaking the online BUS800 E-Commerce Strategy course. You access Blackboard via the Macquarie University website.

You need to log in using your student ID and password, to

- Read the learning materials (both lecture material, readings, articles)
- Participate in the class discussions with the Lecturer and other students
  - Student discussion and participation is encouraged and emphasised in all online classes through the discussion board
- Assessment Items:
  - Class discussions on weekly topics
  - Developing an E-Commerce Business Plan
  - Completing and passing a Final exam
- Communication with Students/Lecturer will be conducted *online* through Blackboard. This includes:
  - Posting messages, both public and private (MAIL)
  - Posting comments/discussion items (DISCUSSION)
  - Accessing and printing lecture material (MATERIALS)
  - Submitting Assignments (ASSIGNMENTS)
  - Conducting the Final Exam (QUIZ)
  - Accessing Grades and Marks (MY GRADE)
- A “live” classroom will held each week using the Adobe Connect Pro e-learning software. Details of the day and time will be forwarded to the students in Week 1.
- The Lecturer will post audio recordings (MP3 files) of all the Lecture Topics for downloading and listening.

### **For this unit you should allocate time for:**

- reading the materials as specified in the Course Schedule
- analysing and commenting on the weekly discussion questions
- working on your *E-Commerce Business Plan* project
- studying for your Final Exam

### **The list of Topics Covered in *E-Commerce Strategy* include:**

- E-Commerce Business Models
- E-Commerce Strategy and Implementation
- B2C: Retailing on the Web
- B2B: E-marketplaces and Supply chain management
- C2C and P2P models
- Mobile Commerce
- Key E-Commerce Support Areas
  - Electronic payments systems
  - Online security
  - Online Order Fulfilment
- Laws and Regulations impacting E-Commerce

## BUS800 E-Commerce Strategy Schedule – Semester Two 2011

WEEK NO. /DATE	LECTURE TOPIC	CASE STUDIES	READINGS
Week 1 1 Aug	<b>Introduction to E-Commerce and E-Marketplaces</b>		No. 1
Week 2 8 Aug	<b>Launching online businesses and E-Commerce projects</b> • E-Commerce Business Planning		No. 2
Week 3 15 Aug	<b>Internet Consumer Retailing - 1</b> • Retailing in E-Commerce	• Tesco	No. 3
Week 4 22 Aug	<b>B2B E-Commerce</b> • B2B Private and Public E-Marketplaces	• ChemConnect.com	No. 4
Week 5 29 Aug	<b>E-Supply Chains, Collaborative Commerce, Intrabusiness EC, and Corporate Portals</b>	• Wal-Mart	No. 5
Week 6 5 Sept	<b>C2C and C2B E-Commerce</b>	• EBay	No. 6
Week 7 12 Sept	<b>Mobile Commerce</b>	• Apple / Google/ RIM /Microsoft & Nokia	No. 7
	No Classes on the w/c 19 and 26 Sept		
Week 8 3 Oct	<b>E-Commerce Security</b>	• Sony	No. 8
Week 9 10 Oct	<b>Electronic Payment Systems</b>	• Paypal	No. 9
Week 10 17 Oct	<b>Order Fulfillment in E-Commerce</b>	• Amazon.com	No. 10
Week 11 24 Oct	<b>Regulatory, Ethical and Compliance Issues in E-Commerce</b>	• Privacy, Copyright, DRM	No. 11
Week 12 31 Oct	<b>Cloud Computing</b>		No. 12
Week 13 7 Nov	<b>Course Review</b>		

## RESEARCH AND PRACTICE

- This unit uses research from external sources (references)
  - Journal of Brand Management
  - Journal of Advertising
  - Journal of Advertising Research
  - Journal of Marketing
  - Journal of Consumer Research
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

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

This course is assessed by participation and discussion in the online classes throughout the course, developing a E-Commerce Business Plan and a Final Examination.

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Total
Title/Name	Case Study / Participation	E-Commerce Business Plan	Final Exam	
Description	Your participation throughout the semester will be evaluated by the Lecturer	Written report - Individual	Closed Book online exam, 3 hours	
Due date	Continuous	Week 11 (Fri 28 October 6PM)	Please check the exam timetable	
% Weighting	20%	30%	50%	
Grading method - marking criteria/ standards - expectations in relation to presentation - referencing requirements	Meaningful contributions each week relating to the Discussion Topics	Topic Coverage Research Analysis Strategy Recommendations Report style	Essay type and multiple choice questions	
Submission method	In the online Discussion forums	Report to be submitted online in Blackboard	On Line	
Feedback	Mark and Comments	Mark and Comments	Mark	
Estimated student workload	20 hours	50 Hours	60 Hours	

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Total
<b>Learning outcomes assessed</b>				
1. Understand the concepts and approaches applied to e-commerce within organisations and Computer-Mediated Environments (CME's)		3	10	13
2. Understand contemporary and emerging skills and capabilities required for E-Commerce in the digital age.		3	10	13
3. Understand the infrastructures that contribute to current and emerging E-Commerce frameworks, models and philosophy.		3	10	13
4. Gain an introduction to new e-commerce philosophies and practice based on Web 2.0, and Mobile Commerce.		3	10	13
5. Gain an introduction to methodologies to explore and develop insights and strategic conversation on new and emerging e-commerce technologies, products and services.		3	10	13
<b>Graduate capabilities assessed</b>				
1. Critical, Analytical and Integrative Thinking	7	5		12
2. Problem Solving and Research Capability	7	5		12
3. Creative and Innovative	6	5		11
<b>TOTAL</b>	<b>20%</b>	<b>30%</b>	<b>50%</b>	<b>100%</b>

- Any request for extension of the E-Commerce Business Plan needs to be emailed to the Lecturer *before* they are due.
- Assignments submitted late will attract a penalty of 5 marks deducted for each day after the due date. Except in the case where the assignment is accompanied by a doctor's medical certificate.
- A minimum mandatory 80% attendance at lectures (in the online class) is an essential for students to complete this unit.

## **Examinations**

A final examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills tested in the exam.

A 3 hour *online* final examination for this unit will be held during the University Examination period.

Date: November 2011 (TBC).

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University's policy on special consideration process is available at

[http://www.mq.edu.au/policy/docs/special\\_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:

<http://www.mq.edu.au/policy/docs/examination/policy.htm>

## **ACADEMIC HONESTY**

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at

[http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

## **GRADES**

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction  
D - Distinction  
CR - Credit  
P - Pass  
F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

## **GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING**

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

[http://www.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/grade\\_appeals](http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals).

## **SPECIAL CONSIDERATION**

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: [http://www.mq.edu.au/policy/docs/special\\_consideration/procedure.html](http://www.mq.edu.au/policy/docs/special_consideration/procedure.html)

## **STUDENT SUPPORT SERVICES**

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>.

## **IT CONDITIONS OF USE**

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.