

Macquarie University

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

**BUS800:
E-COMMERCE**

**Course Outline
Semester One, 2007**

Coordinator and Lecturer: Mr. John Edwards

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1.0 WELCOME TO ELECTRONIC COMMERCE!

Electronic Commerce (BUS800) is a postgraduate management course offered during Semester One and Two of the 2007 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.

General information about the course is provided in this document (Course Outline); which includes a course schedule, case studies, reading assignments and lecture topics.

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 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.

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

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 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.

3.0 COURSE OVERVIEW

Prescription: A study of how electronic commerce technologies are being used by organisations to improve their performance.

This course is designed for students who are about to graduate into the marketplace, where e-business is conducted. It enables students to see why and how electronic (internet based) technologies can be used to achieve organisational goals and objectives.

Week One to Five

Lectures and case study discussions is on Fridays, from 1.00 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.

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

Week Six

Online Class

In Semester One 2007, Week Six (6) will be an *online* class.

Further details on how this will work will be briefed to students in Week One.

Week Seven to Twelve

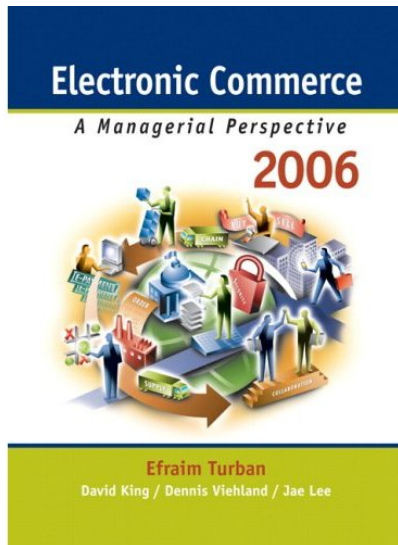
Lectures and case study discussions is on Fridays, from 1.00 to 4.00PM. The emphasis of this lecture is on reviewing content offered in the textbook and introducing new content. Case study presentations and discussions are also conducted.

Week Thirteen:

The Final Exam is being held on this week.

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

4.0 RESOURCES



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 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., mobile computing, support services).

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.

E-commerce WebCT site: All online class resources (e.g., lecture notes, assignment submissions) will be available through WebCT.

Supplemental readings: 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 reserve in the Library and, if possible, offered for sale through the Student Notes Distribution Centre.

5.0 LEARNING APPROACH / FORMAT

The course involves:

- Reading the learning materials (both lecture material and the textbook)
- Class discussions with the Lecturer and other students
- An online "e-learning" class in Week Six (6)
- Student participation, which is encouraged and emphasized.
- Project work:
 - Presentation and discussion of a selected case study
 - Developing an E-commerce Strategy Plan
 - Developing an Electronic Customer Interface Project
- Completing a 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 Plan
- Step 6 – studying for your Final Exam

6.0 ASSESSMENT ITEMS

Electronic Commerce is assessed by a case study presentation and discussion, an internet project, an E-Commerce Strategy Plan and a Final Examination.

Assessment Activity	Due Date	Marks
Case Study Presentation and Discussion	Weekly	10
Internet Project	25 April 2007	20
E-Commerce Strategy plan	25 May 2007	20
Final examination	8 June 2007	50
Total		100

7.0 CASE STUDY PRESENTATION AND DISCUSSION (10%)

Senior management confronts 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.

Each week, as noted in the course schedule, we will have presentations of the Real-World Cases and their discussion questions (as 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. 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 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.

YOU MUST USE YOUR MACQUARIE UNIVERSITY EMAIL ADDRESS

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. Email your selection to the Lecturer, John Edwards, (jedwards@efs.mq.edu.au)
4. The first students who emails the Lecturer saying they wish to do that case study, will be allocated it.

This assessment item is worth 10%.

8.0 INTERNET PROJECT (20%)

Introduction

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

During Weeks 2 to 5 practical sessions, 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 session 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 25 April 2007 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 20%.

9.0 E-COMMERCE STRATEGY PLAN (20%)

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 (officially, 1PM on Friday 23 March 2007) each team must send an e-mail message to the Lecturer, John Edwards (jedwards@efs.mq.edu.au) that states:

- (a) the names and e-mail addresses of the two team members, and
- (b) the intended target firm for your project.

Self-selection of team members is highly encouraged, but students unable to form a project team by 23 March will be formed into project teams 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 (John Edwards) for resolution.

Target Firms

Three fictitious projects and companies have been created for this assignment and any resemblance to existing firms is coincidental. The general intent of the project (mobile portal, networking, B2B catering) must be within the core competencies of the organisation. However, the owners of the companies are open to suggestions from the strategist (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.

1. *Australian University* aims to be the World Wide Web's premier site for International university students. This special interest Web site intends to offer a variety of on-line features and activities that International students will want to visit the site frequently and tell their friends. The owners, Jack and Kylie Webb have high aspirations, describing the website in phrases such as "a dynamic virtual community where students can communicate freely and contribute content" and "authentic on-line voice" of International university students. The biggest challenge facing the owners of Australian University is how to design this product to compete in a competitive market and make money.

2. *Aussie Gifts* is sponsored by Possum Souvenirs Ltd, an Australian-owned company that has gift shops in Sydney, Brisbane, and Melbourne. The CEO is Jackie Chan and the main office is in Sydney. Possum Souvenirs Ltd wants to market many of the Australian-made gift items they currently stock in their stores to the world via a new Web site. These include high value items such as Australian wool garments, wood carvings, opal jewellery and art, as well as souvenir items such as flags, pins and key rings. This is a classic case of an existing small business taking their brick-and-mortar business and moving it on-line. The biggest challenge facing the owners of Aussie Gifts is how to migrate to a bricks-and-clicks business, including issues of branding, logistics, payment systems, security, and customer support

3. *Australian Thermostats* is a company already doing e-business on the World Wide Web. A minimum amount. Australian Thermostats are based at 222 George Street Sydney, and makes thermostats for other businesses that need these devices that regulate temperature. Customers include chemical companies, engineering firms, security system companies and a few manufacturing firms. The main emphasis of the current Web site is to provide information about the mass-production thermostats they make for fire sprinklers, radiant heaters, and similar devices.

However Australian Thermostats most added-value work is in custom-designed thermostats, which is currently a very human-intensive and expensive process in the inquiry, configuration and ordering stages. Australian Thermostats also wants to move to more on-line sales and customer service for their mass-production thermostats. Especially since they are finding demand for their product beyond Australia, to the fast growing Asian region (Indonesia, Hong Kong, Malaysia, and China). The Web is key to better servicing those markets. The biggest challenge facing Australian Thermostats is how to make this second, major step from an information-on-the-Web company to a doing-business-on-the-Web (B2B) enterprise.

The E-Commerce Strategy Plan – Key Components:

Executive summary: A one-page summary of the plan. The executive summary is not an introduction to the strategy (that happens inside) and it is not an outline of the plan. Instead it contains real content that highlights the 4 - 6 most important ideas or concepts that are proposed inside. The executive summary should leave the reader feeling informed about what is inside and encouraged to read on.

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. The business description begins with an industry analysis and includes the mission statement, strategy objectives with a sentence or two that explains or justifies them and, as space or need allows, a brief description of products and services and/or critical success factors required to make this business a success.

Business model: In this section the process of explaining the strategy begins. The purpose of this section is to select an existing business model (or two or three), briefly explain that model (principally the value proposition and the revenue model) and justify its importance for your strategy.

Marketing analysis: You are a business strategist, not a marketing expert, so developing a marketing plan is not part of your strategy plan. However, there are key aspects of marketing such as the target market (intended audiences), Web site name (for branding and marketing) and the domain name.

Competitor analysis: Key competitors are identified and briefly described in this section.

Key E-commerce Areas: *Security, payment systems, order fulfilment, e-CRM, customer service and support.*

Recommendations: For this strategy plan, the recommendations are where the strategy plan ends and the business plan begins. You should make explicit recommendations about what the owners should do next, based on the analysis presented in the strategy plan.

You should not explicitly summarise the previous sections (the executive summary does that).

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

Plan Requirements

The strategy plan is to be printed on A4 paper using a Times Roman, 12-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.

An electronic copy of the plan is due to the Lecturer, John Edwards (jedwards@efs.mq.edu.au) no later than midday on 25 May 2007.

A printed copy of the plan is due on 25 May 2007 1PM and handed to the Lecturer at the beginning of the class.

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

Max. No. of pages = 15 pages in length (inc. the Table of Contents)

Considering the scope of the assignment, no appendices should be required.

In format, presentation and content, the plan should look like a professional plan.

Student Names and ID numbers and the words BUS800 Electronic Commerce Plan must appear on the cover page.

This assessment item is worth 20 marks.

Approximately 17 of the 20 marks will be awarded on content.

Does your plan cover all the main issues and points listed here and in the lecturers?

Is there a smooth flow of ideas through sentences, paragraphs and the plan?

Does the plan reflect the use of material in the course?

Specific mark allocations will be noted on the Strategy Plan Assignment Marking Sheet.

A bonus mark is allowed for innovative or exceptionally well done work.

Approximately 3 of the 20 marks will be awarded on presentation and format -- how you said it.

This includes items such as correct font and margins; numbered pages; appropriate use of italics, underlining and bold; sentences complete and clearly stated and no spelling, grammar or punctuation errors; and correctly referencing your work.

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.

10.0 FINAL EXAMINATION (50%)

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

The final exam is a 3 hour closed book exam.

It is held in Week 13: Friday 8 June 2007 from 1:00pm to 4:10pm. 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>

11.0 COURSE SCHEDULE

Week No./ Date	LECTURE TOPIC	REAL WORLD CASE STUDY	READINGS
Week 1 2 March	Introduction to E-Commerce and E-Marketplaces	Nil	Turban Ch. 1 and 2
Week 2 9 March	Internet Consumer Retailing <ul style="list-style-type: none"> Retailing in E-Commerce: Products and Services Internet Project Lab Session 3-5pm in E4B 214	Wal-Mart: p133/4	Turban Ch. 3
Week 3 16 March	Internet Consumer Retailing <ul style="list-style-type: none"> Consumer Behaviour, Market Research and Advertising Internet Project Lab Session 3-5pm in E4B 214	Procter & Gamble: p187/8 DoubleClick: p165	Turban Ch. 4
Week 4 23 March	B2B E-Commerce <ul style="list-style-type: none"> Selling and Buying in Private E-Markets Public B2B Exchanges Internet Project Lab sessions 3-5pm in E4B 214 E-Commerce Plan Proposal due	Eastman p230/1 Global Transport p271/2	Turban Ch. 5 Turban Ch. 6
Week 5 30 March	B2B E-Commerce <ul style="list-style-type: none"> E-Supply Chains, Collaborative Commerce, Intrabusiness EC, and Corporate Portals Internet Project Lab sessions 3-5pm in E4B 214	Pioneer p 324 Cisco p285	Turban Ch. 7
Week 6	6 April is GOOD FRIDAY: A PUBLIC HOLIDAY Online Class this week Other EC Models and Applications <ul style="list-style-type: none"> E-Government E-Learning 	E-Government in HK p368 Online Global Learning at WR Grace p352	Turban Ch. 8
13 April	NO CLASS		
20 April	NO CLASS		
Week 7 27 April	Other EC Models and Applications <ul style="list-style-type: none"> Mobile Commerce and Pervasive Computing INTERNET PROJECT DUE ON WED 25 APRIL AT 1PM	Washington Fire Dept p419 i-Mode p394	Turban Ch 9
Week 8 4 May	<ul style="list-style-type: none"> E-Commerce Support Services E-Auctions 	Ocean Connect p454/5 Online Wine Grape: p446	Turban Ch. 10
Week 9 11 May	<ul style="list-style-type: none"> E-Commerce Support Services E-Commerce Security 	The Eyes have it: p474 Are Hackers using your PC?	Turban Ch. 11
Week 10 18 May	<ul style="list-style-type: none"> E-Commerce Support Services Electronic Payment Systems EXAM BRIEFING ON FRIDAY 18 MAY	Wells Fargo p 526 Hong Kong's Octopus Card: p505 Stored-Value Cards p509	Turban Ch. 12
Week 11 25 May	<ul style="list-style-type: none"> E-Commerce Support Services Order Fulfillment and e-CRM E-COMMERCE REPORT DUE ON FRIDAY 25 MAY AT 1PM	CIGMA p575/6 Kozmo: p543 How companies use e-CRM: p551	Turban Ch.13
Week 12 1 June	COURSE REVIEW		
Week 13 8 June	3 HOUR FINAL EXAM: 1:00PM-4.10PM Location: E4B 214		

12.0 COURSE SCHEDULE OF ALL ACTIVITIES

	<u>Week 1</u>	Course overview <u>Introduction to e-commerce and e-Marketplaces</u>
Step 1	Do the reading	<ul style="list-style-type: none"> Turban Ch. 1 and Ch. 2
Step 2	Study the learning material	Work through the learning material and iLectures posted on WebCT
Step 3	Select a case study	Students will need to group into a pair and then select a case study to work on. Email to the lecturer your preferred case study.
	<u>Week 2</u>	<u>Internet Consumer Retailing</u> Retailing in E-Commerce: Products and Services
Step 1	Do the reading	<ul style="list-style-type: none"> Turban Ch. 3
Step 2	Study the learning material	Work through the learning material and iLectures posted on WebCT
Step 3	Read and answer the case study for class discussion.	Case Study Discussion: <ul style="list-style-type: none"> Wal-Mart p133
Step 4	Internet Lab sessions commence	Venue : E4B 214 on Friday 3-5pm
	<u>Week 3</u>	<u>Internet Consumer Retailing</u> Consumer Behaviour, Market Research and Advertising
Step 1	Do the reading	<ul style="list-style-type: none"> Turban Ch. 4
Step 2	Study the learning material	Work through the learning material and iLectures posted on WebCT
Step 3	Read and answer the case studies for class discussion.	Case Study Discussion: <ul style="list-style-type: none"> Procter & Gamble p187 DoubleClick p165
Step 4	Internet Lab session	Venue : E4B 214 on Friday 3-5pm

	<u>Week 4</u>	<u>B2B models: Private and Public E-Markets</u>
Step 1	Do the reading	Turban Ch. 5 and 6
Step 2	Study the learning material	Work through the learning material and iLectures posted on WebCT
Step 3	Read and answer the case studies for class discussion.	Case Study Discussion: <ul style="list-style-type: none"> • Eastman p230 • Global Transport p271
Step 4	Strategy Plan Proposal due	To be emailed to the Lecturer
Step 5	Internet Lab session	Venue : E4B 214 on Friday 3-5pm
	<u>Week 5</u>	<u>B2B models: Supply Chains, Collaborative Commerce, Intrabusiness</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Turban Ch. 7
Step 2	Study the learning material	Work through the learning material and iLectures posted on WebCT
Step 3	Read and answer the case studies for class discussion.	Case Study Discussion: <ul style="list-style-type: none"> • Pioneer p324 • Cisco p285
Step 4	Internet Lab session (final)	Venue : E4B 214 on Friday 3-5pm
	<u>Week 6 (online Class)</u>	<u>E-Government and E-Learning</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Turban Ch. 8
Step 2	Study the learning material	Work through the learning material and iLectures posted on WebCT
Step 3	Read and answer the case studies for online class discussion.	Case Study Discussion <ul style="list-style-type: none"> • WR Grace p352 • E-Government in Hong Kong

	<u>Week 7</u>	<u>Mobile Commerce and Pervasive Computing</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Turban Ch. 9
Step 2	Study the learning material	Work through the learning material and iLectures posted on WebCT
Step 3	Read and answer the case studies for class discussion.	<p>Case Study Discussion</p> <ul style="list-style-type: none"> • Washington Fire Dept p419 • iMode p394
Step 4	Internet Project	Internet Project due at 1PM on Wed 25 April
	<u>Week 8</u>	<u>E-Auctions</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Turban Ch. 10
Step 2	Study the learning material	Work through the learning material and iLectures posted on WebCT
Step 3	Read and answer the case studies for class discussion.	<p>Case Study Discussion</p> <ul style="list-style-type: none"> • Ocean Connect p454 • Online Wine Grape p446
	<u>Week 9</u>	<u>Online Security</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Turban Ch. 11
Step 2	Study the learning material	Work through the learning material and iLectures posted on WebCT
Step 3	Read and answer the case studies for class discussion.	<p>Case Study Discussion</p> <ul style="list-style-type: none"> • The Eyes Have it p474 • Are Hackers using your PC?

	<u>Week 10</u>	<u>Payment Systems</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Turban Ch. 12
Step 2	Study the learning material	Work through the learning material and iLectures posted on WebCT
Step 3	Read and answer the case studies for class discussion.	<p>Case Study Discussion</p> <ul style="list-style-type: none"> • HKs Octopus Card: p505 • Stored Value Cards: p509 • Wells Fargo: p526
	<u>Week 11</u>	<u>Order Fulfilment and e-CRM</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Turban Ch. 13
Step 2	Study the learning material	Work through the learning material and iLectures posted on WebCT
Step 3	Read and answer the case studies for class discussion.	<p>Presentations and Discussions</p> <ul style="list-style-type: none"> • Kosmo.com: p543 • eCRM: p551 • Cigma: p575/6
Step 4	E-Commerce Report	<p>Handcopy due on Friday 25 May 2007 by 1PM.</p> <p>Email to the Lecturer by midday.</p>
	<u>Week 12</u>	<u>Course Review</u>
Step 1	Study the learning materials	Work through the learning materials in preparation for the Final Exam
	<u>Week 13</u> <u>Friday 8 June 2007</u>	<u>FINAL EXAM : 1:00 PM–4.10 PM</u>

13.0 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 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:

www.ecommercetimes.com	News regarding e-commerce. Large database of articles.
www.etailersdigest.com	Includes how to start an etailing business, business strategies, marketing etc.
www.digitrends.com	Interactive marketing news portal. Short articles covering many topics.
www.StrategyWeek.com	E-business news portal.
www.thestandard.com	E-business news portal.
www.internetnews.com	E-business news portal.
www.australia.internet.com	Australian e-business news portal.
www.internetworld.com	General Internet news portal.
www.techweb.com	General Internet news portal.
www.zdnet.com	General information portal includes Interactive Week
www.emarketer.com	Internet and market research statistics and reports.
www.iconocast.com	Internet and market research statistics and reports.
www.internetindicators.com	Internet economy indicators.
www.100hot.com/index	The 100 most popular websites across many categories
www.hitwise.com.au	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 3rd 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

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14.0 COURSE TEAM AND CONTACT DETAILS



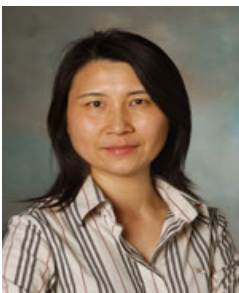
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John has worked in marketing and business development roles with skills and experience in the financial services sector, the food and beverage industries and government. John's marketing career commenced at Kellogg's in the 1980's and he has worked for, and consulted to, blue chip companies such as Citibank, Westpac Banking Corporation, Advance Bank, United Distillers, Carlton Wines and Spirits, Employment National and Attaché Software.

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15.0 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.