Macquarie University

College of Commerce
Division of Economic and Financial Studies
Business Department

BUS800:
E-COMMERCE

Unit Outline

Semester Two, 2007

Coordinator and Lecturer: Mr. John Edwards

TABLE OF CONTENTS

1.0 WELCOME TO ELECTRONIC COMMERCE!

Electronic Commerce (BUS800) is a postgraduate business management course offered during Semester 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 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

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

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, and to improve their competitive advantage. The course 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 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 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 Two 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 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 on this week.

Topics, readings, case studies, assignments and links to lecture notes can be found in the BUS800 course schedule, on page 17.

4.0 TEXT AND READINGS
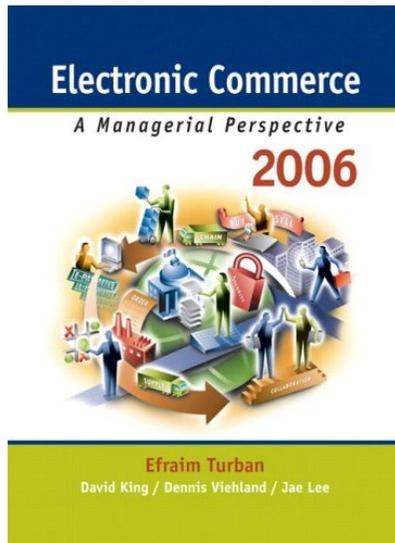
E. Turban, D. King, D. Viehland, J. Lee; <u>Electronic Commerce 2006: A Managerial Perspective:</u> Prentice-Hall.

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.

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

5.O   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.

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.

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

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.
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

A list of **Articles** is included below:

Week 2:

PricewaterhouseCoopers (2007), *"Retail and Consumer Outlook 2007"*, 3rd edition, Australia

Week 3:

Anonymous (2007) "Brand Building in the Digital Age: A Dizzying Array of Choices"
Knowledge@Wharton April 11th
2007 <http://knowledge.wharton.upenn.edu/article.cfm?articleid=1707

Anonymous (2005), "McDonald's are "lovin' it" – Preserving the Brand Online", *Strategic Direction,* Vol. 21, No. 6, 21-2

Battelle, John (2005), How Google and its Rivals rewrote the rules of Business and transformed our culture", *The Search*, Nicholas Brealey Publishing

Chadwick, Terry Brainerd (2006), "How Search Engine Marketing Tools Can Work For You, Or Search is Really About Finding", Part 1: *Information Outlook,* Vol. 9, No. 7, Pp. 23-29; Part 2: *Information Outlook,* Vol. 9, No. 10, Pp. 28-36; Part 3: *Information Outlook,* Vol. 9, No. 11, Pp. 23-36

Rowley, Jennifer (2004), "Online Branding", *Online Information Review,* Vol. 28, No 2; 131-138

Week 4:

Anonymous (2007), "Social networking Joined-up thinking" The Economist print edition – April 4th
2007<http://economist.com/business/displaystory.cfm?story_id=8960555> Accessed on 21st April 2007.

Anonymous (2007), Web 2.0 Finally Grabs the Enterprise, **www.idm.net.com.au** Accessed on 18 April 2007

Anonymous (2007), Second Life: A fantasy vacation, no packing required; *The Sydney Morning Herald,* 14 May 2007. www.smh.com.au Accessed on 14 May 2007
Fernando, Angelo (2006), "Social Media Change the Rules", *Communication World;* Vol. 24 No 1, 9-10

Granat, Peter (2006), "Strategy first: How to make Web 2.0 work for you", *Tactics,* (November), 37-38

Hemp, Paul (2006), "Avatar Based Marketing", *Harvard Business Review,* p48-57

McAfee, Andrew P. (2006), "Enterprise 2.0: The Dawn of Emergent Collaboration", *MIT Sloan Management Review,* Spring 2006 Vol.47 No.3, Pp. 21-28

Silverthorne, Sean (2007) "Delivering the Digital Goods:iTunes vs. Peer-to-Peer" Harvard Working Knowledge April 16th 2007 <http://hbswk.hbs.edu/item/5594.html> Accessed on April 20th 2007.

Week 7:

McKinsey (2006), Connecting CRM systems for better customer service, *McKinsey IT.*

Rayport, Jeffery F. and Bernard J. Jaworski (2004), "Best Face Forward", *Harvard Business Review,* 82 (12), 47-58

6.0 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 discussion and participation, is encouraged and emphasized in all classes and on WebCT / BUS800 / Discussion Board

➢ Project work:

    o Presentation and discussion of a selected case study

    o Developing an E-commerce Strategy Plan

    o 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

7.0 E-LEARNING TECHNOLOGIES

a. **WebCT**

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

- Communication with students/lecturer can either be done "face-to-face", or through WebCT. This includes:

    - Posting messages, both public and private (MAIL)

    - Posting comments/discussion items (DISCUSSION ROOMS)

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

    - Submitting Case studies and Assignments (ASSIGNMENTS)

    - Conducting Quizes and 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 WebCT // 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 your WebCT unit (BUS800) and you will be automatically enrolled in the application.

- Live Classroom will be used in Week Six. The day and time will be advised in Week One.

8.0 ASSESSMENT ITEMS

BUS800 E-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	06 September 2007	20
E-Commerce Strategy plan	05 October 2007	20
Final examination	09 November 2007	50
Total		100

9.0 CASE STUDY PRESENTATION AND DISCUSSION

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 studies 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 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 before the presentation starts and mailed to the Lecturer using WebCT / BUS800 / MAIL

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 WebCT / BUS800 / MAIL
4. The students who first post their nominated case study, will be allocated it.

This assessment item is worth 10%.

10.0 INTERNET PROJECT

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

During Weeks 2 to 5 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 6 on **Thursday 06 September 2007 at 5PM** 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%.

11.0 E-COMMERCE STRATEGY PLAN

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.

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.

A fictitious project and company has been created for this assignment and any resemblance to existing firms is coincidental. 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.

The Project is below:

Aussie Gifts is sponsored by Koala 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 the issues of marketing, branding, fulfillment and logistics, payment systems, security, and customer service and support.

<u>Recommended Structure:</u>

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

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:
- Market Analysis
- Industry Analysis
- Competitor analysis
- Marketing Analysis

Research:
- Key Primary and Secondary Research

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

Plan 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 reports:
An electronic copy of the plan is due no later than **1PM on 5 October 2007.**
It is to be mailed to the Lecturer using WebCT / BUS800 / Mail.

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

No. of pages: 20 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.

12.0 FINAL EXAMINATION

The Final Exam will be held at Macquarie University.
It is a 3 hour closed book exam, held in Week 13:
Date: Friday 9 November 2007 from 2:00pm to 5:10pm. Location: E4B 214.

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

<u>YOU MUST PASS THE EXAM TO PASS THE COURSE.</u>

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.*

13.0   COURSE SCHEDULE

Week No./ Date	LECTURE TOPIC	REAL WORLD CASE STUDY	READINGS
Week 1 3 Aug	Introduction to E-Commerce and E-Marketplaces	Nil	Turban Ch. 1 and 2
Week 2 10 Aug	**Internet Consumer Retailing** • Retailing in E-Commerce: Products and Services Internet Project Lab Session 3-5pm in E4B 214	Case 3.1 Lands' End p89 Case 3.5 CompUSA p119	Turban Ch. 3
Week 3 17 Aug	**Internet Consumer Retailing** • Consumer Behaviour, Market Research and Advertising Internet Project Lab Session 3-5pm in E4B 214	Case 4.2 Doubleclick p165/6 Case 4.3 Fijitsu p179	Turban Ch. 4
Week 4 24 Aug	**Building Communities and Relationship Marketing Online** • Web 2.0 / User-Generated Content sites / Social Media • Online Content (Blogs, Wikis, RSS) • Marketing in Virtual Worlds Internet Project Lab sessions 3-5pm in E4B 214	Blogs and Wikis Second Life (Lecturer)	To be provided by the Lecturer
Week 5 31 Aug	**E-Commerce Security** Internet Project Lab sessions 3-5pm in E4B 214	Case 11.1 PC Hackers p467 Case 11.2 The Eyes have it p474	Turban Ch. 11
Week 6 7 Sept is a Public Holiday	**Electronic Payment Systems** *Online Class this week: Date and Time TBA* *INTERNET PROJECT DUE ON THURSDAY 06 SEPTEMBER AT 5 PM*	Case 12.2 HK Octopus Card p505 Case 12.3 Stored-Value Cards p509	Turban Ch. 12
Week 7 14 Sept	**Order Fulfillment and e-CRM**	Case 13.2 Peacocks p541 Case 13.3 Kozmo p543 Case 13.5 e-CRM p551	Turban Ch.13
21 Sept	NO CLASS		
28 Sept	NO CLASS		
Week 8 5 Oct	**B2B E-Commerce – Part One** • Private B2B E-Marketplaces • Public B2B Exchanges *E-COMMERCE STRATEGY PLAN IS DUE ON FRIDAY 5 OCTOBER AT 1PM*	Case 5.3 Goodrich p206 Case 6.2 Covisint p249 Case 6.3 Asite p263/4	Turban Ch. 5 Turban Ch. 6
Week 9 12 Oct	**B2B E-Commerce – Part Two** E-Supply Chains, Collaborative Commerce, Intrabusiness EC, and Corporate Portals	Case 7.2 Corning p287 Case 7.3 Lowe and Partners p288 Case 7.4 Ace Hardware p299	Turban Ch. 7
Week 10 19 Oct	**Mobile Commerce and Pervasive Computing** *EXAM BRIEFING*	Case 9.1 i-Mode p394 Case 9.2 Marketsource p396 Case 9.3 Wi-Fi p414	Turban Ch 9
Week 11 26 Oct	**E-Auctions**	Case 10.1 STE p429 Case 10.2 Wine Grape p446	Turban Ch. 10
Week 12 2 Nov	**Course Review and Guest Speaker**		
Week 13 9 Nov	**3 HOUR FINAL EXAM: 2:00PM-5.10PM** **Location: E4B 214**		

14.0 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 WebCT
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 WebCT
Step 3	Read and answer the case study for class discussion.	Case Study Presentation and Discussion: • Case 3.1 Lands' End p89 • Case 3.5 CompUSA p119
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 WebCT
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • Case 4.2 Doubleclick p165/6 • Case 4.3 Fijitsu p179
Step 4	Internet Lab session	Venue : E4B 214 on Friday 3-5pm

	Week 4	**Building Communities and Relationship Marketing Online**
Step 1	Do the reading	• Provided by the Lecturer. Posted on Web CT
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 Presentation and Discussion: • Blogs and Wikis • Second Life (Lecturer)
Step 4	Internet Lab session	Venue : E4B 214 on Friday 3-5pm
	Week 5	**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 WebCT
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • Case 11.1 Are Hackers using your PC? p467 • Case 11.2 The Eyes Have it p474
Step 4	Internet Lab session (final)	Venue : E4B 214 on Friday 3-5pm
	Week 6 (Online Class) Use of "Live Classroom"	**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 WebCT
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • Case 12.2 Hong Kong's Octopus Card: p505 • Case 12.3 Stored Value Cards: p509
Step 4	Internet Project	Internet Project due at 5PM on Thursday 06 September 2007

	Week 7	**Order Fulfillment and e-CRM**
Step 1	Do the reading	• 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.	Case Study Presentation and Discussion: • Case 13.2 Peacocks p541 • Case 13.3 Kosmo.com: p543 • Case 13.5 eCRM: p551
	Week 8	**B2B models: Private and Public E-Markets**
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 Presentation and Discussion: • Case 5.3 Goodrich p206 • Case 6.2 Covisint p249 • Case 6.3 Asite p263/4
Step 4	E-Commerce Strategy Plan	Due on Friday 5 October 2007 at 1PM
	Week 9	**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 WebCT
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • Case 7.2 Corning p287 • Case 7.3 Lowe and Partners p288 • Case 7.4 Ace Hardware p299

	Week 10	**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 WebCT
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • Case 9.1 iMode p394 • Case 9.2 Marketsource p396 • Case 9.3 Wi-Fi p414
Step 4	Final Exam Briefing	
	Week 11	**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 WebCT
Step 3	Read and answer the case studies for class discussion.	Case Study Presentation and Discussion: • Case 10.1 STE p429 • Case 10.2 Wine Grape p446
	Week 12	**Course Review and Guest Speaker**
Step 1	Study the learning materials	Work through the learning materials in preparation for the Final Exam
	Week 13 **Friday 9 November 2007**	**FINAL EXAM : 2:00 PM–5.10 PM** **Venue: E4B 214**

15.0 COURSE TEAM AND CONTACT DETAILS

John Edwards is the Course Co-ordinator and Lecturer for BUS800 E-Commerce.
He has been teaching at Macquarie University since February 2004.

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.

John can be contacted on:

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16.0   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.