

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

# BUS800 E-Commerce Strategy

Semester One, 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 One
<b>Unit Convenor:</b>	John Edwards
<b>Unit Moderator:</b>	Deborah Howlett
<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 during Semester One 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:** John Edwards  
**Email:** [jcpedwards@optusnet.com.au](mailto:jcpedwards@optusnet.com.au) (preferred method)  
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**Moderator:** Deborah Howlett  
**Email:** [deborah.howlett@mq.edu.au](mailto:deborah.howlett@mq.edu.au)  
**Phone:** +61 2 9850 4843  
**Location:** Building E4A Room 527

#### CONSULTATION TIMES

Consultation Hours: Monday 4pm - 6pm at C5A 310  
Please email or call me if there are any questions you may have at any time.  
*Emails and phone calls will be responded to within the day.*

You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.

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

## CLASSES

Class Structure: 13 x 3 hour classes, mainly 1 x 1 ½ hour lecture and 1 ½ hours for Case Study discussion and presentations.

The timetable for classes can be found on the University web site at:

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

<b>Class Code</b>	<b>Day</b>	<b>Location</b>	<b>Time</b>
BUS800	Monday	C5A 310	Start: 6PM Finish: 9PM

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

### Prescribed Text

E. Turban, D. King, J. McKay, P. Marshall, J. Lee, T. P. Liang, D. Turban; *Electronic Commerce 2010: A Managerial Perspective, 6<sup>th</sup> Edition (Global Edition)* Pearson,

Turban et al. (2010) 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, *Electronic Commerce* have different content and should not be used for this unit.

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

### 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.

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

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

## TECHNOLOGY USED AND REQUIRED

The Technology the students will be using in this course includes:

- Use of a PC and laptop when presenting in class (students can bring in their own laptop or use the PC in the class)
- Access to Blackboard for materials and iLectures
- The Final exam will be conducted online using the PC's in the MQ labs.

## 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 eight (8) 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 8 below (*italicised*).

1. *Critical, Analytical and Integrative Thinking*
2. *Problem Solving and Research Capability*
3. *Creative and Innovative*
4. Effective Communication
5. Engaged and Ethical Local and Global citizens
6. Socially and Environmentally Active and Responsible
7. Capable of Professional and Personal Judgement and Initiative
8. *Commitment to Continuous Learning*

## TEACHING AND LEARNING STRATEGY

### How this unit is taught:

- Reading the learning materials (both lecture material and the textbook)
- Class discussions with the Lecturer and other students
  - Student discussion and participation is encouraged and emphasised in the class and on Blackboard BUS800 / Discussion Board
- Assessment Items:
  - Group Project
  - Weekly discussions on selected case studies
  - Final Exam

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

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

- Posting messages, both public and private (MAIL)
- Posting comments/discussion items (DISCUSSION ROOMS)
- Accessing and printing lecture material (PRINTING OFF LECTURE NOTES AND READING MATERIALS)
- Submitting Case studies and Assignments (ASSIGNMENTS)
- Conducting the Final Exam (QUIZ)
- Accessing Grades and Marks (MY GRADE)

The Convenor will use the i-Lecture application for all Lectures which are posted in Blackboard.

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

- reading the textbook and materials as specified in the Course Schedule
- engaging with the learning materials
- working on the weekly case study/discussion questions
- working on your *E-Commerce Strategy* group project
- studying for your Final Exam

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

- Key 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
- Key E-Commerce Support Areas
  - Electronic payments systems
  - Online security
  - Order Fulfilment
  - E-Auctions
- Mobile Commerce

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

WEEK NO. /DATE	LECTURE TOPIC	CASE STUDIES	READINGS
Week 1 21 Feb	<b>Introduction to E-Commerce and E-Marketplaces</b>	Allocation of case studies	Turban Ch. 1 and 2
Week 2 28 Feb	<b>Launching online businesses and E-Commerce projects</b> <ul style="list-style-type: none"> <li>• E-Commerce Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Amazon p669</li> </ul>	Turban Ch. 15
Week 3 7 Mar	<b>Internet Consumer Retailing - 1</b> <ul style="list-style-type: none"> <li>• Retailing in E-Commerce</li> </ul>	<ul style="list-style-type: none"> <li>• Wal-Mart Powers Online p179-180 (Q1,2,3)</li> </ul>	Turban Ch. 3
Week 4 14 Mar	<b>B2B E-Commerce</b> <ul style="list-style-type: none"> <li>• B2B Private and Public E-Marketplaces</li> </ul>	<ul style="list-style-type: none"> <li>• ChemConnect p261</li> <li>• Alibaba.com p266</li> </ul>	Turban Ch. 5
Week 5 21 Mar	<b>E-Supply Chains, Collaborative Commerce, Intrabusiness EC, and Corporate Portals</b>	<ul style="list-style-type: none"> <li>• Airbus p299</li> <li>• Wal-Mart p331</li> </ul>	Turban Ch. 6
Week 6 28 Mar	<b>E-Learning</b>	<ul style="list-style-type: none"> <li>• Cisco p349</li> </ul>	Turban Ch. 7
Week 7 4 Apr	<b>Mobile Computing and Commerce</b>	<ul style="list-style-type: none"> <li>• Telstra (to be provided)</li> </ul>	Turban Ch 8
	No Classes on the 11 and 18 April (Monday 25 April is a Public Holiday)		
Week 8 Wed 27 Apr	<b>E-Commerce Fraud and Security</b>	<ul style="list-style-type: none"> <li>• UBS p518</li> <li>• Internet Fraud p489</li> </ul>	Turban Ch. 10
Week 9 2 May	<b>Electronic Payment Systems</b>	<ul style="list-style-type: none"> <li>• Taiwan Money Card p533</li> </ul>	Turban Ch. 11
Week 10 9 May	<b>Order Fulfillment and other EC support services</b>	<ul style="list-style-type: none"> <li>• Schurman Fine Paper p559</li> <li>• Daisy Brand p565</li> </ul>	Turban Ch. 12
Week 11 16 May	<b>Regulatory, Ethical and Compliance Issues in E-Commerce</b>	<ul style="list-style-type: none"> <li>• To be provided</li> </ul>	Turban Ch 16
Week 12 23 May	<b>Emerging E-Commerce Technologies and Issues</b>		
Week 13 30 May	<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

*BUS800 E-Commerce Strategy* is assessed by Participation and discussion in the class throughout the course, an E-Commerce Strategy Project and a Final Examination.

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Total
Title/Name	Case Study / Participation	Project	Final Exam	
Description	Your participation throughout the semester will be evaluated by the Lecturer	Written report	Closed Book exam, 3 hours, online	
Due date	Continuous	Monday 16 May 2011	Please check the exam timetable	
% Weighting	20%	30%	50%	
Grading method - marking criteria/ standards - expectations in relation to presentation - referencing requirements	Meaningful contributions during class time Presentation of case study Punctuality Professional conduct and behaviour Attendance in class	Topic Coverage Research component Analysis Strategy and Recommendations Report Presentation style	Essay type and multiple choice questions	
Submission method	In Class	Report to be submitted online	On Campus	
Feedback	Mark	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 projects and assignments need to be emailed to the Lecturer *before* they are due.
- Assignments submitted late will attract a penalty of five 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 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.

The University Examination period in First Half 2011 is from 6 June 2011 to 24 June 2011.

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.