

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

BUS800
E-Commerce Strategy
Semester One, 2012

Department of Marketing and Management

**MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT GUIDE**

Year and Semester:	2012, Semester One
Unit Convenor:	John Edwards
Prerequisites:	2012 Handbook BUS651 or MKTG696
Credit Points:	Four

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

ABOUT THIS UNIT

BUS800 E-Commerce Strategy is a postgraduate business management course offered **ONLINE** during Semester One in 2012 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.

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!

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

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CONTACTING STAFF

Your Lecturer is available for regular consultation either through Moodle (using the discussion room facility) or by email, depending on the nature of the correspondence.

Please email or call the Lecturer if there are any questions you may have at any time.

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

CLASSES

The on-line program is conducted through Macquarie University's e-Learning management platform (Moodle or iLearn).

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

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

PRIZES

None

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

There is no prescribed textbook for this course.

Reading material has been developed for this Unit and is set up as Hyperlinks within iLearn. Also latest articles can be found in iLearn.

Students are strongly encouraged to read widely in the E-Commerce area and to particularly use the World-Wide Web as a powerful source for research in this subject. Students should be aware that apart from the conventional business, IT and marketing journals, there are many online journals and websites covering the latest developments in electronic marketing and electronic commerce.

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

TECHNOLOGY USED AND REQUIRED

This unit:

- Uses iLearn
- Uses e-Learning software to conduct “live” online classes
- Uses ‘normal’ software that is on your PC or laptop (or is downloadable for free from the Web)
- Uses the normal web applications, standard programs and videos

If you are having troubles, please contact the Lecturer.

UNIT WEB PAGE

The web page for this unit can be found at:

<http://www.handbook.mq.edu.au/2012/Units/PGUnit/BUS800>

The course material is available on the learning management system (iLearn).

The web page for this unit can be found at:

<https://ilearn.mq.edu.au/login/MQ/>

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. Understand the ,latest 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 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 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 the following generic graduate capabilities:

1. Discipline Knowledge and Skills
2. Critical, Analytical and Integrative Thinking
3. Research and Problem Solving Capability
4. Creative and Innovative
5. Effective Communication
6. Capable of Professional and Personal Judgment and Initiative

TEACHING AND LEARNING ACTIVITIES

iLearn is the key e-learning platform for communication to students undertaking the online BUS800 E-Commerce Strategy course. You access iLearn via the Macquarie University website and log in using your student ID and password.

The activities on iLearn include:

- Reading the learning materials (both lecture material, readings, articles)
- Participate in the class discussions with the Lecturer and other students
 - Student discussion and participation is encouraged and emphasised in all the weekly online classes
- Assessment Items:
 - Class discussions on weekly topics
 - Developing an E-Commerce Business Plan
 - Completing and passing a Final exam
- Communication with Students/Lecturer will be conducted *online* through iLearn. This includes:
 - Posting messages
 - Posting comments/discussion items
 - Accessing lecture material, videos, articles
 - Submitting Assignments
 - Conducting the Final Exam
 - Accessing Grades and Marks

- A “live” online classroom will held each week.
Details of the day and time will be forwarded to the students in Week 1.

- The Lecturer will post audio recordings (MP3 files) of all the Lecture Topics for downloading and listening.

For this unit you should allocate time for:

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

BUS800 E-Commerce Strategy Schedule – Semester One 2012

WEEK NO. /DATE	LECTURE TOPIC	Cases
Week 1 w/c 27 Feb	Introduction to E-Commerce and E-Marketplaces	Groupon Bundesliga
Week 2 w/c 5 Mar	Launching online businesses and E-Commerce projects • E-Commerce Business Planning	Financial Standard
Week 3 w/c 12 Mar	Business to Consumer (e-tailing) • Retailing in E-Commerce	Selling Cars Online: Build-to-Order Ikea
Week 4 w/c 19 Mar	B2B E-Commerce Models • B2B Private and Public Exchanges	Alibaba.com iMarketKorea Haier
Week 5 w/c 26 Mar	E-Government: E-Learning; C2C	E-Government in Hong Kong
Week 6 w/c 2 Apr	Mobile Commerce	Puma Metro Group
	No Classes on the w/c 9 April and w/c 16 April 2012	
Week 7 w/c 23 Apr	Social Commerce Web 2.0 and Social Media	Linkedin Wikipedia YouTube Facebook
Week 8 w/c 30 Apr	Marketing and Advertising in E-Commerce	Johnson & Johnson
Week 9 w/c 7 May	E-Commerce Security and Fraud	Security for Online Bank Transactions
Week 10 w/c 14 May	E-Commerce Payment Systems	Mobile Microfinance in India Taiwan Money Card Octopus Card
Week 11 w/c 21 May	Order Fulfillment and Supply Chain in E-Commerce Project Due on 25 May 2012	Amazon.com UPS Multibras of Brazil
Week 12 w/c 28 May	Legal Issues in E-Commerce	File Sharing – Copyright and IP (Pirate Bay)
Week 13 w/c 4 June	Course Review	

RESEARCH AND PRACTICE

- This unit uses research from external sources (references)
 - Harvard Business Review
 - Journal of Marketing
 - www.emarketer.com
- 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

Each of the assessments is designed to link to the specific learning outcomes as detailed in the table below.

Title/Name	Case Study Hosting and Participation (20%)	Project (30%)	Final Exam (50%)	Total
Description	Presentation and participation on weekly case studies	Individual project - E-Commerce Business Plan – consists of research, analysis, strategy and recommendations	Closed Book, online exam, 3 hours	
Due date	Continuous	Week 11 (Fri 25 May 2012)	Please check the exam timetable for location and time	
Marking criteria/ standards & expectations	Meaningful contributions and participation each week relating to the case studies	Topic Coverage Research component Analysis Strategy and application Recommendations Report style	Essay type and multiple choice questions assessing the understanding of content of material throughout the semester	
Submission method	iLearn	Report to be submitted on iLearn	iLearn	
Feedback	Mark and Comments provided	Feedback is provided by a marketing sheet within 2 weeks of submission	N/A	
Estimated student workload	30 hours	50 Hours	50 Hours	130 hours
Learning outcomes assessed				
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
Graduate capabilities assessed				
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
TOTAL	20%	30%	50%	100%

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

FINAL EXAMINATION

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

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

Sydney living students will sit their exam at Macquarie University at North Ryde.

Overseas living students will sit their exam in the country of residence.

They will be advised of their exam location, supervisor etc. by a separate email to their Macquarie University email address.

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

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

GRADES

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

HD - High Distinction
P – Pass

D – Distinction
F - Fail

CR - Credit

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.

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

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these and other 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.