



The University of Southern Queensland

## Course specification

This version produced 20 Dec 2007.

The current and official versions of the course specifications are available on the web at  
<<http://www.usq.edu.au/coursespecification/current>>.

Please consult the web for updates that may occur during the year.

### Description: e-Business Design and Implementation

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
CIS	3009	62438	1, 2007	EXT	1.00	Toowoomba

<b>Academic group:</b>	FOBUS
<b>Academic org:</b>	FOB005
<b>Student contribution band:</b>	2
<b>ASCED code:</b>	020305

### STAFFING

Examiner: Wui-Gee Tan

Moderator: Debbie Crabb

### REQUISITES

Pre-requisite: CIS1000

### OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at  
<http://www.usq.edu.au/handbook/current/busgeninfo.html>

### RATIONALE

Recent developments in electronic commerce are posing many threats for organizations that ignore its impact. Equally it presents enormous opportunities for organizations that adopt eCommerce and design and develop third generation web sites. It is critical for today's electronic commerce graduates to understand the architectural issues of electronic commerce and have an appreciation of the design and development processes of electronic commerce solutions.

### SYNOPSIS

Introductory courses in electronic commerce present the basic concepts of electronic commerce and examine the issues that need addressing when dealing with this new paradigm. The answer, the what and why questions about electronic commerce. This course answers the 'how' question of electronic commerce. How can the business solutions be designed and implemented to ensure that successful electronic commerce is delivered. The course examines the various design issues of electronic commerce solutions, the necessary technologies, procurement processes, analyses of competitor's web sites and other related issues.

## OBJECTIVES

The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. analyze and formulate strategic navigation for electronic business initiatives (Assignment 1a, Assignment 1b, Assignment 2a, Assignment 2b, Examination)
2. prepare detailed EC business plans (Assignment 1a, Assignment 1b, Assignment 2a, Assignment 2b, Examination)
3. understand the process of EC solution deployment and the related issues (Assignment 1a, Assignment 1b, Assignment 2a, Assignment 2b, Examination)
4. demonstrate knowledge of the technologies and architectural issues of EC design and development process (Assignment 1a, Assignment 1b, Assignment 2a, Assignment 2b, Examination)
5. demonstrate understanding of the procurement process of IT technologies to facilitate the implementation of EC solutions (Assignment 1a, Assignment 1b, Assignment 2a, Assignment 2b, Examination)
6. list the industry standards and tools for site management solutions (Assignment 1a, Assignment 1b, Assignment 2a, Assignment 2b, Examination)
7. understand the issues of competitor analysis and intelligence for EC development (Assignment 1a, Assignment 1b, Assignment 2a, Assignment 2b, Examination).

## TOPICS

	Description	Weighting (%)
1.	Introduction	5.00
2.	Planning for e-business	25.00
3.	Implementation issues	20.00
4.	Web server hardware and software	10.00
5.	The procurement process	5.00
6.	Evaluation of commercially off-the-shelf packages	5.00
7.	Performance evaluation - benchmarking - HW and OS	10.00
8.	Hosting new services	5.00
9.	Role of the value added reseller and system integrators	5.00
10.	Site management tools	10.00

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Schneider, G 2006, *Electronic commerce the second wave*, 7th edn, Thompson, Australia, Canada, Mexico, USA.

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessment	30.00
Directed Study	48.00
Private Study	90.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
ASSIGNMENT 1a (CMA)	20.00	8.00	27 Apr 2007
ASSIGNMENT 1b (ESSAY)	30.00	12.00	27 Apr 2007
ASSIGNMENT 2a (CMA)	20.00	8.00	25 May 2007
ASSIGNMENT 2b (ESSAY)	30.00	12.00	25 May 2007
EXAM PART A (MULTI-CHOICE)	40.00	24.00	END S1 (see note 1)
EXAM PART B (WRITTEN)	60.00	36.00	END S1

### NOTES

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date for Exam (Parts A and B) after the timetable has been finalised. The total working time for Exam (Parts A and B) is 2 hours.

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
If you are an international student in Australia, you are advised to attend all classes at your campus. For all other students, there are no attendance requirements for this course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To satisfactorily complete an assessment item a student must achieve at least 50% of the marks. Students do not have to satisfactorily complete each assessment item to be awarded a passing grade in this course. Refer to Statement 4 below for the requirements to receive a passing grade in this course.
- 3 Penalties for late submission of required work:

- If students submit assignments after the due date without prior approval then a penalty of 10% of the total marks gained by the student for the assignment will apply for each working day late.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must submit all of the assessment items, achieve at least 50% for the examination and at least 50% of the total weighted marks available for the course.
  - 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
  - 6 Examination information:  
This is a restricted examination. Candidates are allowed access to specific materials during the examination. The only materials that candidates may use in the examination for this course are (i) Writing materials: non-electronic and free from material which could give the student an unfair advantage in the examination; (ii) Translation dictionaries: with the examiner's approval, candidates may, take an appropriate non-electronic translation dictionary into the examination. This will be subject to perusal and, if it is found to contain annotations or markings that could give the candidate an unfair advantage, it may be removed from the candidate's possession until the appropriate disciplinary action is completed.
  - 7 Examination period when Deferred/Supplementary examinations will be held:  
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
  - 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Guide to Policies and Procedures of the Faculty which can be found at the URL <http://www.usq.edu.au/handbook/current/buspolproc.html>.

## **ASSESSMENT NOTES**

- 1 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the examiner. (ii) Students must retain a copy of each item submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) In accordance with university policy, the examiner may grant an extension of the due date of an assignment in extenuating circumstances. (iv) The examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner to negotiate such special arrangements. (vi) In the event that a due date for an assignment falls on a local public holiday in their area, such as a show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience.
- 2 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.
- 3 Make-up work: Students who have undertaken all of the required assessments in a course but who have failed to meet some of the specified objectives of a course within the normally

prescribed time may be awarded the temporary grade: IM (Incomplete - Make up). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study.

- 4 Deferred work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or to sit for an examination at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

## **OTHER REQUIREMENTS**

- 1 Learning resources: Prescribed texts and materials (see above); recommended reference materials (see above); printed Introductory Book; and course Website accessible via USQConnect.
  - 2 Unless otherwise directed by the examiner, all written and oral assignments submitted by students must conform to the guidelines laid out in the 'Communication skills handbook: how to succeed in written and oral communication'. Any work not prepared in accordance with these guidelines may be subject to penalty or requirement for resubmission.
  - 3 Students will require access to e-mail and Internet access to USQConnect for this course.
  - 4 Any appeal against the award of a grade in the course will be conducted in accordance with University regulations. These regulations are published in the University Handbook.
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