



The University of Southern Queensland

## Course specification

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	79439	2, 2008	ONC	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: Shelly Grist  
Moderator: Wui-Gee Tan

### OTHER REQUISITES

Students who have not previously completed CIS1000 at USQ will need to review the course objectives for CIS1000 to be sure that they have the necessary requisite knowledge to complete CIS3009. 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/business/aboutfob.htm>.

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

CIS3009 study package available from the USQ Bookshop.

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

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
Assessments	30.00
Directed Study	48.00
Private Study	90.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
ASSIGNMENT 1	50.00	20.00	29 Aug 2008
ASSIGNMENT 2	50.00	20.00	17 Oct 2008
2 HOUR EXAMINATION	100.00	60.00	END S2 (see note 1)

### 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 after the timetable has been finalised.

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and 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 individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item 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 of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must achieve 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 an open examination. Candidates may have access to any material during the open examination except the following: electronic communication devices, bulky materials, devices requiring mains power and material likely to disturb other students.
- 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 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Policies and Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

## ASSESSMENT NOTES

- 1 Assignments: (i) The due date for an assignment is the date by which a student must submit the assignment to the USQ. (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 assignments which are electronically submitted through the USQ Study Desk for this course. (v) 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 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.

2 Students will require access to e-mail and Internet access to USQConnect for this course.

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