



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: Introduction to Electronic Commerce

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
CIS	1101	90085	2, 2009	ONC	1.00	Toowoomba

Academic group:	FOBUS
Academic org:	FOB005
Student contribution band:	3A
ASCED code:	089999

STAFFING

Examiner: Mustafa Ally
Moderator: Shelly Grist

OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.

SYNOPSIS

This course provides the student with the essential elements pertaining to the area of electronic commerce together with its implications upon the commercial environment. The course will introduce students to the various business models that are used within electronic commerce, technology concepts, identify marketing issues, and discuss various ethical issues associated with electronic commerce. Students will also obtain an understanding of payments systems, security and legal issues, government policies, mobile commerce and other future trends relating to electronic commerce. Formerly ELC1101.

OBJECTIVES

The course objectives define the student learning outcomes for a course. On successful completion of this course, students should be able to develop an understanding of:

1. the electronic commerce framework, and technology principles
2. the role of Internet technologies in a company's technology-based architecture
3. the use of Internet in electronic commerce including common web design techniques that will increase the effectiveness of web sites; web management tools; and emerging trends in the use of Internet technologies
4. the importance of the Internet to selling and marketing; the role of ERP, customer relationship management (CRM), and supply chain management (SCM) systems in electronic commerce
5. electronic means of carrying out transactions, the role of EDI, intranets and extranets, and how the Internet facilitates business-to-business and online auction transactions

6. mobile commerce and its technologies; its uses and relationship to electronic commerce
7. the legal, ethical and international issues associated with electronic commerce
8. the security issues pertaining to electronic commerce; and an understanding of the need for the development and implementation of an effective security policy
9. the relationship between authentication and trust in electronic commerce
10. the role of electronic payment systems in electronic commerce, secure credit card based systems, electronic cash and micropayments and special issues that affect on-line payments systems
11. the planning process in launching an electronic commerce initiative.

TOPICS

Description	Weighting (%)
1. Introduction to electronic commerce	10.00
2. Supporting technology infrastructure for electronic commerce	10.00
3. Selling and marketing on the Web	10.00
4. Business-to-business strategies	10.00
5. Online auctions, virtual communities and web portals	10.00
6. Legal, ethical and international issues	10.00
7. Web server basics and electronic commerce application software	10.00
8. Electronic commerce security	10.00
9. Electronic payments systems	10.00
10. Planning for electronic commerce	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).

ELC1101 study package available from the USQ Bookshop.

Schneider, GP 2007, *Electronic commerce*, 7th edn, Thomson Course Technology, Boston, Massachusetts.

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.

Awad, EM 2007, *Electronic commerce from vision to fulfillment*, 3rd edn, Pearson/Prentice Hall, Upper Saddle River, New Jersey.

Laudon, KC & Traver, CG 2008, *E-commerce: business, technology, society*, 4th edn, Pearson Prentice Hall, Upper Saddle River, New Jersey.

Lawrence, E, Newton, S, Corbitt, B, Lawrence, J, Dann, S & Thanasankit, T 2003, *Internet commerce: digital models for business*, 3rd edn, John Wiley & Sons, Milton, Queensland.

Turban, E, King, D, McKay, J, Marshall, P, Lee, J & Viehland, D 2008, *Electronic commerce: a managerial perspective 2008*, Pearson Prentice Hall, Upper Saddle River, New Jersey.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessments	30.00
Lectures	26.00
Private Study	85.00
Tutorials	26.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date	Objectives assessed	Graduate skill	Level assessed
ASSIGNMENT 1 - CMA	20.00	8.00	28 Aug 2009	1, 2, 3, 4		
ASSIGNMENT 1 - SHORT ANSWER	30.00	12.00	28 Aug 2009	1, 2, 3, 4		
ASSIGNMENT 2 - CMA	20.00	8.00	16 Oct 2009	5, 6, 7, 8, 9		
ASSIGNMENT 2 - SHORT ANSWER	30.00	12.00	16 Oct 2009	5, 6, 7, 8, 9		
EXAMINATION - PART A	40.00	20.00	END S2 (see note 1)	All		
EXAMINATION - PART B	60.00	40.00	END S2	All		

NOTES

- 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

- 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.
- 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 a restricted examination. Candidates are allowed access to specific materials during the examination. The only materials that candidates may use in the restricted examination for this course are: writing materials (non-electronic and free from material which could give the student an unfair advantage in the examination); calculators which cannot hold textual information (students must indicate on their examination paper the make and model of any calculator(s) they use during the examination). Students are not permitted to take mobile telephones, pagers or other electronic means of communication into the examination room.
 - 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 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 assignment 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) Assignments are to be submitted with the appropriate assignment cover. (v) Assignments must be submitted electronically through UConnect in the drop box by 5.00pm AEST on the due date. No hardcopy will be accepted.
- 2 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) style in their assignments to format details of the information sources they have cited in their work. The Harvard (AGPS) style to be used is defined by the USQ Library's referencing guide at <http://www.usq.edu.au/library/help/referencing/default.htm>.

- 3 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. The examination may test material already tested in assignments.
- 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).
- 5 Dishonest actions: (i) Any student who is alleged to have performed a dishonest action relating to any assessment in the course will have a course of action taken against him/her as outlined in the academic regulations. (ii) Pieces of assessment should be the work of individual students. Joint pieces of assessment are not permitted unless written approval has been obtained from the examiner. (iii) Dishonest action in relation to assessment includes: copying or attempting to copy the work of others; use of or attempting to use information prohibited from use in that form of assessment; submitting the work of another as your own; consciously committing acts of plagiarism, that is, taking and using another's thoughts or writings as one's own with intent to deceive, which occurs when paragraphs, sentences, a single sentence or significant parts of a sentence which are copied directly, are not enclosed in quotation marks and appropriately footnoted or referenced in the text; direct quotations are not used, but text is paraphrased or summarised, and the source of the material is not acknowledged by footnoting or other reference in the text.

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- 1 Computer, e-mail and Internet access: Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at <<http://www.usq.edu.au/ict/students/standards/default.htm>>.
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