Course Specification

Description: NIA Introduction to Electronic Commerce

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>ELC</td>
<td>5001</td>
<td>24101</td>
<td>2, 2003</td>
<td>EXT</td>
<td>1.00</td>
<td>TW MBA</td>
</tr>
</tbody>
</table>

Academic Group: FOBUS  
Academic Org: FOB008  
HECS Band: 2  
ASCED Code: 089999

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 be familiar with ethical issues. Students will also obtain an understanding of payments systems, security and legal issues, together with the taxation implications, government policies and future trends relating to electronic commerce. Students enrolling in this course will need to have IBM or IBM compatible hardware and software and have access to the Internet.

OBJECTIVES

On successful completion of this course students should have:

- developed an understanding of the electronic commerce framework, business models and technology principles;
- an understanding of the importance of the Internet to marketing; recognise common Internet marketing mistakes; identify and reach Internet customers; and recognise important Internet marketing strategies;
- develop an understanding of common web design techniques that will increase the effectiveness of web sites;
- an understanding of the role of communication in supply chains, the benefits of electronic means of carrying out transactions, the concepts of EDI, intranets and extranets, and how the Internet facilitates business-to-business transactions;
- developed an understanding of the role of electronic payment systems in e-commerce based systems, secure credit card based systems, electronic cash and micropayments and special issues that affect on-line payments systems and an understanding of Internet banking;
- an awareness of the security issues pertaining to electronic commerce;
- developed an appreciation of the legal and ethical issues associated with electronic commerce;
- a basic understanding of the taxation implications of commercial trading on the Internet;
• acquired an appreciation of the Federal Government policies associated with
electronic commerce and the future trends in electronic commerce.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introduction to the electronic commerce environment</td>
<td>10.00</td>
</tr>
<tr>
<td>2. Understanding of the importance of Internet marketing</td>
<td>10.00</td>
</tr>
<tr>
<td>3. Understand the elements of effective web page design</td>
<td>10.00</td>
</tr>
<tr>
<td>4. Business-to-business sales: EDI, intranets and extranets</td>
<td>10.00</td>
</tr>
<tr>
<td>5. Electronic payments systems and Internet banking</td>
<td>10.00</td>
</tr>
<tr>
<td>6. An awareness of the security issues pertaining to electronic commerce</td>
<td>15.00</td>
</tr>
<tr>
<td>7. Legal and ethical issues</td>
<td>15.00</td>
</tr>
<tr>
<td>8. Taxation and electronic commerce</td>
<td>10.00</td>
</tr>
</tbody>
</table>

TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.


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.


Lawrence, E, Newton, S, Corbitt, B, Braithwaite, R & Parker, C 2002, Technology of Internet business, John Wiley & Sons Aust Ltd, Brisbane.

STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment</td>
<td>20</td>
</tr>
<tr>
<td>Directed Study</td>
<td>56</td>
</tr>
<tr>
<td>Private Study</td>
<td>60</td>
</tr>
</tbody>
</table>

ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>100.00</td>
<td>100.00</td>
<td>Y</td>
<td>END S2</td>
</tr>
</tbody>
</table>

NOTES:
- 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:
   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 complete the examination satisfactorily, students must obtain at least 50% of the marks available for the examination.

3. Penalties for late submission of required work:
   Not applicable.

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 available marks for the examination.

5. Method used to combine assessment results to attain final grade:
   Not applicable.

6. Examination information:
   This is a restricted examination. Students will be allowed to bring writing materials (non-electronic and free from material which could give the student an unfair advantage in the examination) and a calculator 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).

7. Examination period when Deferred/Supplementary examinations will be held:
   Any deferred or supplementary examination 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/SECARIAT/calendar/Part5/ or in the printed version of the current USQ Handbook. Students should also read The Guide to Policies and Procedures of the Faculty which can be found at the URL: http://www.usq.edu.au/handbook/2003/title663.html or in the printed version of the current USQ Handbook.

**ASSESSMENT NOTES**

1. 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.