Description: 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>
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<tr>
<td>ELC</td>
<td>1101</td>
<td>34141</td>
<td>2, 2004</td>
<td>EXT</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic group: FOBUS
Academic org: FOB005
Student contribution band: 2
ASCED code: 089999

STAFFING
Examiner: Wayne Pease
Moderator: Noel Brown

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, together with the taxation implications, government policies and future trends relating to electronic commerce. Students enrolling in this course must have IBM or IBM compatible hardware and software and must have access to the Internet.

OBJECTIVES
On completion of this course students will have:

1. developed an understanding of the electronic commerce framework, and technology principles;
2. developed an understanding of the role of internet technology in a company's technology-based architecture; and distinguish between intranets and extranets;
3. developed an understanding of the use of the world wide web in electronic commerce including common web design techniques that will increase the effectiveness of web sites; an understanding of web management tools; and emerging trends in the use of world wide web technologies;
4. 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;
5. an understanding of the role of communication in supply chains, the benefits of electronic means of carrying out transactions, the role of EDI, intranets and extranets, and how the Internet facilitates business-to-business transactions;
6. an understanding of mobile commerce and its technologies; its uses and relationship to electronic commerce;
7. developed an appreciation of the legal, ethical and international issues associated with electronic commerce;
8. an awareness of the security issues pertaining to electronic commerce; and an understanding of the need for the development and implementation of an effective security policy;
9. an understanding of the relationship between authentication and trust in electronic commerce;
10. 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; and
11. developed an understanding of the management process required to launch an e-business.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>Introduction to the electronic commerce environment</td>
<td>10.00</td>
</tr>
<tr>
<td>Understanding the elements of web management and web site creation</td>
<td>15.00</td>
</tr>
<tr>
<td>Understanding of the importance of Internet marketing</td>
<td>10.00</td>
</tr>
<tr>
<td>Business-to-business sales: Supply chains, EDI, intranets and extranets</td>
<td>10.00</td>
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<tr>
<td>Understand the elements of mobile commerce</td>
<td>10.00</td>
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<tr>
<td>Legal, ethical and international issues</td>
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<td>An awareness of the security issues pertaining to electronic commerce</td>
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<td>Electronic payments systems and Internet banking</td>
<td>10.00</td>
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<tr>
<td>Understanding the elements of developing an e-Business</td>
<td>10.00</td>
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**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).


**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:**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Assessment</td>
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<tr>
<td>Directed Study</td>
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<td>Private Study</td>
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**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tbody>
<tr>
<td>ASSIGNMENT</td>
<td>100.00</td>
<td>30.00</td>
<td>15 Oct 2004</td>
</tr>
<tr>
<td>EXAM PART A (MULTI-CHOICE)</td>
<td>60.00</td>
<td>30.00</td>
<td>END S2 (see note 1)</td>
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<tr>
<td>EXAM PART B (WRITTEN)</td>
<td>100.00</td>
<td>40.00</td>
<td>END S2</td>
</tr>
</tbody>
</table>

**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 3 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. Failure to attend may infringe the conditions of your student visa. 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 complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.

3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval then a penalty of 20% 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 summative assessment items, achieve at least 50% in the examination and at least 50% of the available weighted marks for the summative assessment items.

5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate of the 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 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 five days if required by the Examiner. (iii) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the Examiner may grant an extension of the due date of an assignment in extenuating circumstances. If students submit assignments after the due date and wish to claim extenuating circumstances then
they shall provide validated documentary evidence with the assignment, explaining the circumstances. The Examiner shall consider the statement accompanying a late assignment and decide on the outcome. (iv) Assignments are to be submitted in the appropriate assignment folders. (v) The Examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (vi) 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. (vii) 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. The examination may test material already tested in assignments.

3 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, ie 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.

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).