ICT332
Electronic Commerce and Virtual Organisations

Unit Information
Semester One, 2007

Unit Coordinator and Lecturer

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MURDOCH UNIVERSITY
School of Information Technology
Division of Arts
UNIT INFORMATION

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Please do not hesitate to contact the unit coordinator if you have any difficulties and queries about the unit.


The above website contains information from the Handbook, Study Support, Assessment policies and grading.


The unit ftp site will be the repository of unit materials. Definitive unit details, announcements facility and tutor contact are provided. Anything from the topic scheduled or presented in class is eligible for inclusion in the exam, with answers referenced to the text book and materials developed by this class.

Tutor for External Students who enrolled under the X-Mode
Details about your tutor will be provided to you by the External Studies Office by the end of week 2 of the semester. The tutor will mark your assignments and assist you with your study. Do not hesitate to contact your tutor if you have any questions.

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1. INTRODUCTION

Unit Description
This unit deals with the issues of Electronic Commerce (e-commerce) and Virtual Organisations from the perspectives of technology, business and society. Topics include management of e-commerce technology, consumer based e-commerce, e-commerce and taxation, new organisational forms achieved using e-commerce technology, consumer based e-commerce, new forms of marketing, legal issues in e-commerce, e-commerce and taxation, e-commerce structures such as virtual workplaces, virtual banks and transnational corporations, and virtual business applications are discussed.

Unit Overview
ICT332 Electronic Commerce and Virtual Organisations aims to provide an overview on the developments of Electronic Commerce (EC) from the perspectives of technology, business and impacts on organisations and the society. Internet-based EC, or Internet Commerce (IC) has transformed traditional business models and created new ones. Through IC, organisations can do business and collaborate without being constrained by time and space. It also helps to create new organisational forms. Similarly, virtual communities are formed and organisations are established in the cyber space. In ICT332, we will explore the development and issues related to EC and its implications on business, governments and the community.

By the end of this unit, you should have a thorough understanding of EC, particularly IC and an appreciation of its future development. You should be able to analyse and understand changes as a result of EC such as new technologies, business models, initiatives and organisational forms. You should also have a good understanding on emerging issues on the legal systems, security and privacy, taxation, government, health and the society as a whole.

NOTE: Electronic Commerce is a rapidly evolving discipline. In particular, new technologies, business models and organizational structures are changing dynamically. The textbook and printed materials may (I am sure it does) contain information which may have become obsolete, changed or simply removed. You are required to play a proactive role in gathering information on the latest developments. Be prepared to spend a significant amount of time browsing the Web and reading articles published by credible sources such as OECD and The National Office of Information Economy (NOIE) in Australia.
Unit Objectives

The broad aims of this unit are:

- To provide a thorough grounding in the key issues of EC and an understanding of its future development. The students should be able to analyse and understand changes as a result of development of EC such as emerging business models, initiatives and organisational structures.
- To provide the students with a good understanding on emerging issues of EC relating to legal systems, security and privacy, taxation, health, government and the society as a whole.
- To further develop the writing, reasoning and articulation skills. The programme requires all students to prepare a virtual case study presentation to the class and to participate in class discussion. The case study provides an opportunity for the students to develop research and writing skills.

This unit will contribute to the development of the following Graduate Attributes:

1. In depth professional knowledge.
3. Communication.

For more information about Graduate Attributes see http://www.murdoch.edu.au/teach/studyat/attributes.html

NOTE:

- Students should be aware that the unit will require evidence of critical thinking in class and in written material. Participants will be assessed largely on their ability to demonstrate a critical approach to the material presented.

Unit Coordinator and Lecturer

Associate Professor Lance C.C. Fung

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## UNIT SCHEDULE

<table>
<thead>
<tr>
<th>Week-starting</th>
<th>Topics</th>
<th>Lecture Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>19/02/07</td>
<td>Topic 1</td>
<td>Introductory aims and themes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Introduction to e-Business and e-Commerce Era</td>
</tr>
<tr>
<td>26/02/07</td>
<td>Topic 2</td>
<td>E-Business Models and Concepts</td>
</tr>
<tr>
<td>05/03/07</td>
<td>Topic 3</td>
<td>Infrastructure for E-Commerce: The Internet and World-Wide-Web and Websites</td>
</tr>
<tr>
<td>12/03/07</td>
<td>Topic 4</td>
<td>Security, encryption and Cyber crimes</td>
</tr>
<tr>
<td>19/03/07</td>
<td>Topic 5</td>
<td>E-Commerce Payment Systems</td>
</tr>
<tr>
<td>26/03/07</td>
<td>Topic 6</td>
<td>E-Commerce Marketing Concepts</td>
</tr>
<tr>
<td>02/04/07</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>09/04/07</td>
<td>Easter Monday, Non-teaching Break</td>
<td></td>
</tr>
<tr>
<td>16/04/07</td>
<td>Topic 7</td>
<td>E-Commerce Marketing Communications</td>
</tr>
<tr>
<td>23/04/07</td>
<td>Topic 8</td>
<td>Ethical, Social and Political Issues</td>
</tr>
<tr>
<td>30/04/07</td>
<td>Topic 9</td>
<td>E-Retailing and Online Service Industries</td>
</tr>
<tr>
<td>07/05/07</td>
<td>Topic 10</td>
<td>B2B E-Commerce: Supply Chain Management</td>
</tr>
<tr>
<td>14/05/07</td>
<td>Topic 11</td>
<td>Auctions, Portal and Communities</td>
</tr>
<tr>
<td>21/05/07</td>
<td>Topic 12</td>
<td>Online Content Providers and Review</td>
</tr>
<tr>
<td>28/05/07</td>
<td>Study Week</td>
<td></td>
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</tbody>
</table>

Note: Lance Fung has prior commitments (presentation in three overseas conferences) on Week 3, 6 and 12. Lectures for those weeks will be delivered during the tutorial periods in either the week before or after. Extended Tutorials and/or presentations will be conducted in week 3, 6 and 12 in lieu of the lectures. The venues will remain unchanged (12:30-14:30 at BSLT, 14:30-16:30 at ECL 3.005).
2. ASSESSMENT

Assessment Objectives and Information

There are a variety of assessment objectives in this unit. Underpinning all of these is the measure of a student's ability to interact critically with both the unit material presented and other related information - this means that accurate analysis and concise summary will score significantly higher than simple collation of information.

In today's workplace and social environment, it is more than likely that the students will one day be called upon to make a presentation. This may be in the form of short written reports, to verbal or multi-media presentations. The target audience may range from a small group to a big congregation. This unit provides an opportunity for the students to experience and to exercise an array of different modes of presentation.

ASSESSMENT

The assessment of this unit is based on three components:

1. A **project** on the design/development of an EC site (30%)
2. Submission and presentation of a **major assignment** (15%)
3. Submission of answers for **three weeks** of self-study exercises (15%)
4. End-of-semester **Final Examination** (40%)

PROJECT (30%)

The **project** should be undertaken by a group of up to 3 students. The deliverables are:

- Presentation of an **Abstract** to discuss and justify the objectives of the site. (Presentation on Week 4, 12th March, tutorial session) (5%)
- Design and development of a **Web-site** to fulfill the requirements of the project. (Submission by Week 11 Thursday, 17th May, 2007) (10%)
- A detailed **report** on the design, development and implementation of the project. (Submission by Week 11 Thursday, 17th May, 2007) (10%)
- An oral and multimedia **presentation** of the developed work. (Presentation on Week 12 Monday, 21st May, tutorial session) (5%)

(Note: Due to physical constraints, it is recognized that external students may not be able to work in a group and/or present the project in person. If an external student who is living in Perth metropolitan area, he or she should endeavor to attend the tutorial classes and join a work group. However, if this is not possible, please discuss with the Unit coordinator to make necessary alternative arrangements.)
Major Assignment (15%)

Each student is required to research and report on a major assignment on a topic relevant to the unit. The submission will include an oral presentation and a written report.

Report submission deadline and presentation (Monday Week 8, 23rd April, 2007)
Oral Presentation (5%)
Written Report (Minimum 5 pages, Maximum 10 pages) (10%)

(Title suggestions and format requirements will be given in the unit ftp site.)

Answers to Three weeks of Self-Study Exercises (15%)

Each student is required to work on each weekly self-study exercises which include tutorial questions and case studies. Answers to anyone weekly exercises during three periods are to be submitted for assessment.

Submission 1 on Monday Week 5, 19th March, 2007 (for any weekly exercises during week 1 to week 4)
Submission 2 on Monday Week 8, 23rd April, 2007 (for any weekly exercises during week 5 to week 8)
Submission 3 on Monday Week 12, 21st May, 2007 (for any weekly exercises during week 9 to week 11)

Final Examination (40%)

The Final Examination for the unit will take place during the examination period (4th to 15th June, 2007). This will be a Closed Book examination with an emphasis on application and understanding of the subject material presented during the semester from the prescribed text and any other material covered. The duration is two hours plus ten minutes reading time. Further information will be provided later.
Assessment

<table>
<thead>
<tr>
<th>Due Date</th>
<th>Project / Assignment</th>
<th>%</th>
<th>Weekly Exercises</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday Week 4 12th March, 2007</td>
<td>Abstract Presentation (Group)</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday Week 5 19th March, 2007</td>
<td>Submission 1 (Individual)</td>
<td></td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Monday Week 8 23rd April, 2007</td>
<td>Major Assignment (Individual Presentation and Report)</td>
<td>15%</td>
<td>Submission 2 (Individual)</td>
<td>5%</td>
</tr>
<tr>
<td>Thursday Week 11 17th May, 2007</td>
<td>Written Project Report (Group)</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday Week 12 21st May, 2007</td>
<td>Oral Presentation of Project (Group &amp; Individual)</td>
<td>5%</td>
<td>Submission 3 (Individual)</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Web-site Design/Development (Group)</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4th June-15th June</td>
<td>Final Examination</td>
<td>40%</td>
<td>Variety of question types, closed book.</td>
<td></td>
</tr>
</tbody>
</table>

Changes in 2007 Assessment

Project: (reduced to 30% instead of 40%) – Oral presentation and design/development components reduced by 5% each

Journal and Self-Study Exercises (reduced to 15% from 20%). Journal is taken off and only answers to 3 weeks of self-study exercises are required at 5% each.

Major Assignment (new, 15%) – Oral presentation 5% and one written assignment 10%. Each student is required to complete a substantial independent research assignment on a specific topic relevant to the unit.

Final Examination (40%) No change

In summary, the marks for group assessment are reduced and a major assignment is included. Three oral presentations will be required – two on the project and one on the assignment. This will give the students more opportunity to practice oral presentation. External students may either attend the tutorial in person during the respective weeks, or discuss other alternatives with the tutor.
GRADES

See Section 11 of the Assessment Policy regarding grades


<table>
<thead>
<tr>
<th>Notation</th>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD</td>
<td>High Distinction</td>
<td>80 – 100</td>
</tr>
<tr>
<td>D</td>
<td>Distinction</td>
<td>70 – 79</td>
</tr>
<tr>
<td>C</td>
<td>Credit</td>
<td>60 – 69</td>
</tr>
<tr>
<td>P</td>
<td>Pass</td>
<td>50 – 59</td>
</tr>
<tr>
<td>N</td>
<td>Fail</td>
<td>Below 50</td>
</tr>
<tr>
<td>DNS</td>
<td>Fail</td>
<td>Fail, did not submit any assignments after HECS census date</td>
</tr>
<tr>
<td>S</td>
<td>Supplementary Assessment</td>
<td>45 – 49*</td>
</tr>
</tbody>
</table>

*The award of the grade of S shall be at the discretion of the Unit Coordinator.

The grade descriptors are provided in the Murdoch University Handbook and Calendar and at


Final Grade

In order to pass this unit, you must satisfy the following conditions:

achieve an overall aggregate score of 50% or higher for all of the combined assessments (Continuous Assessment and Final Examination);

and

• achieve a satisfactory performance in the final examination. A satisfactory performance is normally considered to be 45% or higher;

and

• achieve a satisfactory performance in the continuous assessment (Project, Assignment and Self-study Exercises). A satisfactory performance is normally considered to be 45% or higher.

Failure to achieve the above indicates that the unit objectives have not been met and so the unit has not been successfully completed.

See Section 11.7 and 7.2 of the assessment code regarding grades
UNIVERSITY POLICY ON ASSESSMENT
Assessment for this unit is in accordance with the provisions of Degree regulations 40-48. Check these in the current Murdoch University Handbook and Calendar or http://www.murdoch.edu.au/admin/legsln/regs/bachelor.html#assessment

Assessment roles and responsibilities
Please refer to the University Policy on Rights and Responsibilities of Students and Staff http://www.murdoch.edu.au/admin/policies/assessment.html#8

Honesty in assessment and avoiding plagiarism
For guidelines on honesty in assessment including avoiding plagiarism, see:
http://www.murdoch.edu.au/teach/plagiarism

Non-discriminatory language
Please refer to: http://www.murdoch.edu.au/teach/studyat/non_disc.html

FURTHER INFORMATION
Visit the unit welcome page: http://online.murdoch.edu.au/public/UNITCODE
Copies of Assignments

Assignments can be lost or deleted. You are required to make and keep a backup copy of all assignment materials so that you can provide another one immediately.

Attendance / Participation Requirements

Attendance at lectures is recommended but not compulsory. If you are unable to attend a lecture or series of lectures for any reason, it is strongly recommended that you discuss this with the lecturer or unit coordinator to ensure that you have not been disadvantaged. For example, it may be suggested that you obtain a medical certificate as evidence that you experienced health problems during trimester.

Submission of Assignments

Internal Students

Submit assignments/journals into the assignment box at ECL Building Level 3. The box will be labeled with the unit code outside of the School of IT office.

Assignment must be submitted in hard copy and soft copy. Marking will be done on the printed hard copy only. The soft copy may be submitted on a floppy disk or a CD-ROM.

Each assignment must have a standard cover sheet. Cover sheets are available either at:

http://online.murdoch.edu.au/

External Students

External Students should submit assignments through external studies. Each assignment must have a standard cover sheet. Cover sheets are available at:

3. UNIT RESOURCES

Study Guide

The Study Guide will provide you with introductory comments on each topic, required reading from the text book and direct you to study questions.

The Study Questions cover the broad conceptual issues that you ought to be considering. They could be used as a means of reflecting on your own learning and understanding of each topic. Although presented topic by topic, it would not be unusual for you to be able to use the questions from a variety of topics to arrive at a more general, systemic view of the broader issues covered by the unit.

Unit Text

The unit text adopted for this semester has been changed.

Laudon & Traver  
E-COMMERCE: BUSINESS. TECHNOLOGY. SOCIETY., 3rd Edition  
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The unit text has a companion website where the authors have provided additional resources. The URL of the website is:

http://wps.prenhall.com/bp_laudon_ecommerce_3

Students are expected to utilize the resources as much as possible.

Other materials to be considered are Internet, journals, magazines, newspaper archives….etc
Internet

Although you are urged to consult the library for books and journal articles that are relevant to the topic, particularly as some of the highly relevant material was written prior to mass online storage as is not available electronically, you will find a great amount of excellent material in various forms on the Internet. However, you are reminded that any information you gather on the Internet needs to be treated with caution. Usually books and specialist academic journals in particular, undergo some form of vetting and verification before publishing. Where possible (and depending on the nature of your assignment), make use of refereed articles to support your claims rather than a passing quote in a daily newspaper. Although perhaps more academic, refereed articles do suffer from being much more ‘out of date’ than articles freshly published on the web without peer comment. It can take more than a year for an article to pass through the peer review process. Increasingly journals are being published for online consumption and Proquest, the information database to which the Murdoch Library subscribes, is an excellent source for a wide array of publications that have been recorded electronically. Additionally, the Library has also subscribed to other databases, a list of which can be provided to you on request at the Library HelpDesk or on their website. Many other journals are available online free-of-charge, and can be located using a search engine. Online books, e-zines, specialty sites and newsgroups could also be a useful source of reference.

Books and Journals

The Library has a very wide selection of relevant materials that have been collected over the past 25 years. Journals are particularly useful as they represent a mini-community focusing on a particular area. Often the material contained in a journal will have some relevance to your topic of interest, or may alert you to other closely related issues that you may not have thought of. One of the most useful sources of research data is the References section of any relevant article. You would be able to access the very same source material as the author and, instead of accepting the interpretation given by the quoting author, you might, with newer data at your disposal, find that a particular view is no longer substantiated, or alternatively, now even more strongly supported by other evidence.

Newspaper Archives

Murdoch Library has a substantial newspaper archive that could provide you with primary data. In particular, a study of newspapers could provide you with other important context cues e.g. If you were examining the effects of the first computers on the labour market, newspapers around the time of relevant articles might highlight the other issues of the day which played contributing, but not otherwise apparent roles.
Having difficulty?

If you cannot complete all the assignment, you may wish to send in what you have completed by the due date. If you need an extension for an assignment, contact the unit coordinator before the due date has passed. Extensions are granted only in exceptional circumstances. In requesting an extension you should also suggest for consideration a schedule for submission which meets your circumstances. Alternative work may be required if information about the solution has been distributed or assignments returned.

Unless you have obtained a prior extension to the submission deadline, be advised that late submissions will incur a penalty of 10% deduction per day late, based upon the total possible mark for the assignment.

Contact Your Tutor

You should not spend an unreasonably long time on anyone problem. Go on to something else and get in touch with your tutor for some help. Help will be readily available provided you demonstrate to your tutor that you have made a reasonable effort. Whether an internal or external student, it always pays to prepare a list of questions you wish to ask and perhaps some of the work done thus far. When you telephone (or fax or email) your tutor, you should have your Study Guide, Unit Notes and the list of questions with you, so that you do not waste time (and money) searching for information during your conversation with the tutor.

STUDY PACE

The required work is exactly the same for both internal and external students. External students will proceed at their own pace through the unit, using the unit organisation table section and the submission dates as a guide to maintaining an adequate rate of progress through the unit. Internal students have the advantage of lectures and tutorials to pace themselves through the unit. External students should access the lecture notes from the ftp site. As you study and work through the unit, remember to balance the two complementary aspects: theory versus actually using the computer. Too often, students are more concerned with using the computer than understanding some of the fundamental concepts.

Plan for a time allocation of at least 10 hours per week to your study of this unit. It is best if you maintain a constant, steady rate of progress through the unit. Note that this is not a unit in which all of your study can be left to the last moment. Additionally, attempt each of the practical exercises at the end of the topics immediately after working through that topic. It may be too late to attempt the work immediately prior to when the assignment is due.

All that remains is for me to wish you all the best as you work your way through the unit. I sincerely hope you will find the time you spend studying this unit interesting as well as rewarding.