



COIT20250 *E-Business Systems*

Term 2 - 2019

Profile information current as at 27/04/2024 05:54 pm

All details in this unit profile for COIT20250 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

The business world has witnessed the digital revolution at the beginning of the 1990s. Since then, significant business growth has been driven by the Internet; and organisations without e-commerce (electronic commerce) strategies will lose the chance to be competitive in this dynamic digital marketplace environment. Therefore, companies need to interact with their suppliers, customers and partners in an electronic medium such as online, mobile or social platforms. The objective of this unit is to provide you with an in-depth understanding and knowledge of using e-commerce from day to day business operations to strategic level. The unit will help you obtain a high level understanding of the ICT infrastructure supporting e-commerce as well as knowledge of different e-commerce models and systems. You will also have an opportunity to develop a small-scale e-commerce prototype website using existing and evolving tools and technologies.

Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Prerequisite: COIT20248 Information Systems Analysis and Design

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 2 - 2019

- Brisbane
- Melbourne
- Online
- Rockhampton
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Portfolio**

Weighting: 30%

2. **Presentation**

Weighting: 20%

3. **Practical and Written Assessment**

Weighting: 50%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Unit Evaluation Feedback

Feedback

Mahara is not suitable for the portfolio assessment in its current format.

Recommendation

Students will be allowed to write portfolios in a Microsoft Word document rather than using Mahara.

Feedback from Unit Evaluation Feedback

Feedback

For each lecture, the content of the lecture slides is too much.

Recommendation

The number of slides in each lecture will be cut down to less than 40.

Feedback from Unit Evaluation Feedback and self-reflection

Feedback

Decline in the 'Have your say' student evaluation response rate.

Recommendation

Actions will be taken to improve student evaluation response rate to over 50%. The students will be informed about the significance of the 'Have your say' student evaluation and reminded on a regular basis to complete the evaluation survey.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Illustrate the recent developments in e-commerce industry and its likely future directions
2. Compare and explain various types of e-commerce infrastructure technologies, business models, and payment and security systems in a corporate setting
3. Demonstrate technical research skills to critically evaluate existing and emerging e-commerce technologies to transform organisations for competitive advantages
4. Develop the ability to work independently and contribute as a member of a team employing appropriate interpersonal, professional and technical communication skills
5. Interpret the legal, ethical, social and cultural issues that affect the design, implementation, and use of e-commerce systems
6. Build e-commerce prototype solutions using existing and evolving tools and technologies.

Australian Computer Society (ACS) recognises the Skills Framework for the Information Age (SFIA). SFIA is in use in over 100 countries and provides a widely used and consistent definition of ICT skills. SFIA is increasingly being used when developing job descriptions and role profiles.

ACS members can use the tool MySFIA to build a skills profile at <https://www.acs.org.au/professionalrecognition/mysfia-b2c.html>

This unit contributes to the following workplace skills as defined by SFIA :

- Emerging Technology Monitoring (EMRG)
- Systems Integration (SINT)
- Change Management (CHMG)
- Digital Marketing (MKTG)

Textbooks and Resources

Textbooks

COIT20250

Prescribed

E-commerce 2018

14th Edition: Global (2018)

Authors: Laudon, K.C. & Traver, C.G.

Pearson Education, Inc.

Harlow , Essex , United Kingdom

ISBN: 9781292251707

Binding: Hardcover

Additional Textbook Information

Students can purchase the paper edition from the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search for the Unit code)

eBook copies can be purchased directly from the publisher's website here: <http://www.pearson.com.au/9781292251721>

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Raj Sandu Unit Coordinator

r.sandu@cqu.edu.au

Schedule

Week 1 - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to E-Commerce	1	

Week 2 - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
E-Commerce Infrastructure	2	

Week 3 - 29 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Building an E-Commerce Presence	3	E-Portfolio assessment begins

Week 4 - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
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E-Commerce Security and Payment Systems	4	E-Portfolio assessment continues
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Week 5 - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
E-Commerce Business Strategies		E-Portfolio assessment continues

Vacation Week - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
-- MID-TERM BREAK --		

Week 6 - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
E-Commerce Marketing and Advertising	6	Group presentation & e-portfolio assessment continues

Week 7 - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Social, Mobile, and Local Marketing	7	Group presentation & e-portfolio assessment continues

Week 8 - 09 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
E-Commerce Retailing and Services	11	E-Portfolio assessment due & group presentation continues

E-Portfolio Due: Week 8 Friday (13 Sept 2019) 11:45 pm AEST

Week 9 - 16 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
B2B E-Commerce	12	Group presentation continues

Week 10 - 23 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Ethics, Law, and E-Commerce	8	Group presentation ends

Week 11 - 30 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Online Media	9	

Week 12 - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
Online Communities	10	Practical and Written Assessment Due: Week 12 Friday (11 Oct 2019) 11:45 pm AEST

Review/Exam Week - 14 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 21 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

Raj Sandu
400 Kent Street, Sydney 2000
M +61 401 439 579 | E r.sandu@cqu.edu.au

If you have any queries, please email me and I will get back to you within one business day or so. For an individual discussion, please phone me during business hours (or leave a message if I am not in and I will return your call as soon as possible).

Assessment Tasks

1 E-Portfolio

Assessment Type

Portfolio

Task Description

This is an **individual** assessment. In other words, the e-portfolio is to be maintained by every student individually. The e-portfolio assessment aims to enhance your weekly learning and teaching as per the weekly topic and maximise your engagement with the unit resources (please see weekly topics under Schedule in this unit profile). As a learning tool, eportfolio will enable you to accumulate evidence of your learning during the term. For this assessment, you will produce 6 e-portfolio documents, one for each week from teaching **Week 3-8**.

For each weekly e-portfolio, you are required to research at least three references (two academic and one general; and published within the last 5 years) that are relevant to the topics covered in that week. You will briefly describe and relate the references to the topics covered in that week. You will enrich your weekly e-portfolios with relevant illustrations, images, video clips, and other multimedia applications. The length of each weekly e-portfolio should be approximately 300 words.

In this assessment, you will use **Mahara** as a tool for creating and maintaining your e-portfolios. Please refer to the Moodle unit website for detailed instructions on how to use Mahara for creating e-portfolios. For more detailed information on this assessment, please refer to the Moodle unit website.

Assessment Due Date

Week 8 Friday (13 Sept 2019) 11:45 pm AEST

Return Date to Students

Week 10 Friday (27 Sept 2019)

Weighting

30%

Assessment Criteria

The detailed description of the e-portfolio assessment is accessible on the Moodle unit website, which will include the information on how it will be assessed.

Referencing Style

- [Harvard \(author-date\)](#)

Submission

Online

Submission Instructions

You need to generate a secret URL for your collection of e-portfolios and copy/paste that URL into the Assessment-1 submission file.

Learning Outcomes Assessed

- Illustrate the recent developments in e-commerce industry and its likely future directions
- Compare and explain various types of e-commerce infrastructure technologies, business models, and payment and security systems in a corporate setting

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility

2 Presentation

Assessment Type

Presentation

Task Description

This is a group-based assessment for on-campus students.

E-Business is the main driver for any business today. E-Business related tools, technologies, and applications have been rapidly changing over the last decade. To be competitive in the market, e-business system users need to follow up on the innovations and new industry developments in a timely manner.

The aim of this assessment is to improve your industry based practical research skills as well as team-based work and learning. In this assessment, as future ICT professionals, you are required to research e-business systems related innovations and new developments in the industry. You need to research industry magazines (online and offline) and websites focused on innovations and developments in e-business systems. You will prepare a presentation as **a group of 4 members** to present in the class. Your presentation should cover the contents from an industry and practical point of view rather than theory. Your presentation document should be prepared using Microsoft PowerPoint (maximum 30 slides including references).

Distance students: The time of the presentation and communication technology employed will be determined on an individual basis. Please contact the unit coordinator well in advance.

For more detailed information on this assessment, please refer to the Moodle unit website.

Assessment Due Date

As per schedule

Return Date to Students

Week 12 Friday (11 Oct 2019)

Weighting

20%

Assessment Criteria

The detailed description of group presentation is accessible on the Moodle unit website, which will include the information on how it will be assessed.

Referencing Style

- [Harvard \(author-date\)](#)

Submission

Online

Submission Instructions

Each of you in the group must upload the presentation file to Moodle individually.

Learning Outcomes Assessed

- Illustrate the recent developments in e-commerce industry and its likely future directions
- Compare and explain various types of e-commerce infrastructure technologies, business models, and payment and security systems in a corporate setting
- Demonstrate technical research skills to critically evaluate existing and emerging e-commerce technologies to transform organisations for competitive advantages
- Develop the ability to work independently and contribute as a member of a team employing appropriate interpersonal, professional and technical communication skills
- Interpret the legal, ethical, social and cultural issues that affect the design, implementation, and use of e-

commerce systems

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

3 Practical and Written Assessment

Assessment Type

Practical and Written Assessment

Task Description

This is your major assessment and can be done in a **group of 4 members**. The aim of this major assessment is to give you the opportunity to practice and demonstrate the knowledge that you have gained in this unit as well as enhance your skills and experience by developing an authentic prototype website solution for a small business. Hence, this assessment gives you an excellent opportunity to learn by doing and working in a team environment. These days e-business websites are an integral part of any business operation for competitiveness as well as survival reasons. We have high expectations of you and therefore, as future ICT professionals, you need to be able to show your intellectual capability by creating a prototype website solution for a small business of your choice in any industry type. This is very critical, so you should use cutting edge and state of the art technologies available to carry out your required work.

This assessment is comprised of two parts: Part-1 (20 marks):

You need to develop an e-business prototype website solution using any open source CMS or cloud based web development platform for a small e-business in any industry of your choice. You are encouraged to use critical thinking, innovative ideas, and your imagination to produce your e-business prototype website solution. Also you need to describe your group project reflections (500 words).

Part-2 (30 marks): You need to write an e-business report on the proposed business of your choice (3000 words). This report should include (but not limited to) the following elements such as

- e-business proposal/planning, e-business model(s),
- e-business marketing,
- e-business infrastructure (such as hardware, software, resource requirements),
- e-business payment system(s),
- e-business legal, security, privacy and other issues, and
- e-business benefits that will be derived from the solution.

It is expected that you will demonstrate your learning, and integration and incorporation of the knowledge that you have acquired in this unit to produce a high quality e-business report.

For more detailed information on this assessment, please refer to the Moodle unit website.

Assessment Due Date

Week 12 Friday (11 Oct 2019) 11:45 pm AEST

Return Date to Students

On Certification of Grades Day

Weighting

50%

Assessment Criteria

The detailed instructions of this assessment are accessible on the Moodle unit website, which will include the information on how it will be assessed.

Referencing Style

- [Harvard \(author-date\)](#)

Submission

Online

Submission Instructions

You need to create separate MS Word documents for Part-1 and Part-2 of this assessment. Each of you in the group must upload the MS Word documents to Moodle individually.

Learning Outcomes Assessed

- Demonstrate technical research skills to critically evaluate existing and emerging e-commerce technologies to transform organisations for competitive advantages
- Develop the ability to work independently and contribute as a member of a team employing appropriate interpersonal, professional and technical communication skills
- Interpret the legal, ethical, social and cultural issues that affect the design, implementation, and use of e-commerce systems
- Build e-commerce prototype solutions using existing and evolving tools and technologies.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem