MGMT29006 *E-commerce Technologies*
Term 2 - 2023

Profile information current as at 11/05/2024 12:42 am

All details in this unit profile for MGMT29006 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
This advanced unit provides you with an examination of current and emerging technologies used in electronic commerce and consideration of those likely to play a major role in the future. Topics include (but are not limited to) Internet and e-commerce infrastructure, e-commerce presence and development life cycle, web design and implementation, mobile technology, internet and e-commerce security, electronic payment systems, blockchain and cryptocurrencies, artificial intelligence and machine learning, smart city and the internet of things, and other e-commerce technology trends. This will develop your ability to understand the technical and managerial challenges you will face as electronic commerce becomes a new locus of economics activities.

Details
Career Level: *Postgraduate*
Unit Level: *Level 9*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites
There are no requisites for this unit.
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 - 2023
- Jakarta

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. **Written Assessment**
Weighting: 40%
2. **Presentation**
Weighting: 20%
3. **Report**
Weighting: 40%

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 CL84 course team.

Feedback

This is a unit that requires updated content on contemporary topics like artificial intelligence.

Recommendation

To maintain the relevance of this unit to students, the unit will continue to incorporate contemporary topics as an important part of the delivery.

Unit Learning Outcomes

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

1. Explain the technical and managerial requirements of various e-commerce activities, as well as computer-human interaction in a global context
2. Critically analyse and assess complex information to solve problems in various e-commerce contexts such as sales, payments, marketing and e-auctions
3. Appraise the different approaches to the implementation and application of e-commerce technologies
4. Interpret and successfully communicate knowledge, skills and ideas related to e-commerce to a range of internal and external stakeholders.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level	○ Introductory Level	● Intermediate Level	● Graduate Level	○ Professional Level	○ Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Written Assessment - 40%	●	●	●	
2 - Presentation - 20%	●		●	●
3 - Report - 40%		●		●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge	○	○	○	○
2 - Communication		○		○

Graduate Attributes	Learning Outcomes			
	1	2	3	4
3 - Cognitive, technical and creative skills	○	○		
4 - Research	○		○	
5 - Self-management	○			○
6 - Ethical and Professional Responsibility				
7 - Leadership				○
8 - Aboriginal and Torres Strait Islander Cultures				

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Written Assessment - 40%	○	○	○	○	○			
2 - Presentation - 20%	○	○	○	○			○	
3 - Report - 40%	○	○	○	○				

Textbooks and Resources

Textbooks
MGMT29006

Prescribed

E-commerce 2021-2022: business, technology, society
17 Edition (2021)
Authors: Kenneth C. Laudon & Carol Guercio Traver
Pearson
ISBN: 9781292409320
Binding: eBook

View textbooks at the CQUniversity Bookshop

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Zoom (both microphone and webcam capability)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition (APA 7th edition)](#)
For further information, see the Assessment Tasks.

Teaching Contacts

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Schedule

Week 1 - 10 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to E-commerce	Laudon & Traver, Ch 1	Class Discussion: eCommerce in Indonesia Homework on : eCommerce in Indonesia report

Week 2 - 17 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
E-commerce Infrastructure	Laudon & Traver, Ch 2.	Case study on e-commerce infrastructure Homework on e-commerce infrastructure report

Week 3 - 24 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Building an E-commerce Presence	Laudon & Traver, Ch 3.	Case Study practice on : Building e-commerce presence Homework Report on : Building e-commerce presence

Week 4 - 31 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
E-commerce Security and Payment System	Laudon & Traver, Ch 4	Case Study on E-commerce Security and Payment System Homework Report on E-commerce Security and Payment System

Week 5 - 07 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
E-commerce Business Strategies	Laudon & Traver, Ch 5.	Workshop on E-commerce Business Strategies Homework Report on E-commerce Business Strategies

Vacation Week - 14 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 21 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic

		Case study on : E-commerce Marketing and Advertising Report homework on E-commerce Marketing and Advertising
• E-commerce Marketing and Advertising	Laudon & Traver, Ch 6.	

Week 7 - 28 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Social, Mobile and Local Marketing	Laudon & Traver, Ch 7	Case study : Social, Mobile and Local Marketing Homework report : Social, Mobile and Local Marketing

Week 8 - 04 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Ethics, Law and E-commerce	Laudon & Traver, Ch 8	Case study : Ethics, Law and E-commerce Homework report : Ethics, Law and E-commerce

Week 9 - 11 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Online Media	Laudon & Traver, Ch 9.	Case study : Online Media Homework report :Online Media

Week 10 - 18 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Online Communities	Laudon & Traver, Ch 10.	Case study: Online Communities Homework report: Online Communities **Assessment 2 - Group Presentation is due by this week on 18 September 2023 at 8 PM AEST.** **Group Presentation** Due: Week 10 Monday (18 Sept 2023) 8:00 pm AEST

Week 11 - 25 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
E-commerce Retail and Services	Laudon & Traver, Ch. 12	Case study: E-commerce Retail and Services Homework report: E-commerce Retail and Services **Assessment 3 - Project is due by this week on 25 September 2023 at 8 PM AEST.** **Project Report** Due: Week 11 Monday (25 Sept 2023) 8:00 pm AEST

Week 12 - 02 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic
B2B E-commerce; Unit Review	Laudon & Traver, Ch. 12.	Case study : B2B E-commerce Homework report : B2B E-commerce

Review/Exam Week - 09 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 16 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Weekly Report Homework

Assessment Type
Written Assessment

Task Description
This is an individual assessment.
In Weeks 2-11, students will submit their answers to the Chapter-Closing Case Study from the prior week's textbook chapter.

Assessment Due Date

This report is opened and must be submitted weekly. Further details, please visit your Moodle account.

Return Date to Students

Weekly, on class

Weighting
40%

Assessment Criteria
You will be assessed on your ability to demonstrate and communicate your analysis and understanding of a business situation and technical knowledge in relation to electronic commerce. Marks will reflect the comprehensiveness, correctness and critical analysis presented as well as appropriate writing style, including referencing, grammar, punctuation, syntax and spelling. A marking rubric will be provided on Moodle.

Referencing Style

* [American Psychological Association 7th Edition (APA 7th edition)](#)

Submission
Online

Learning Outcomes Assessed

* Explain the technical and managerial requirements of various e-commerce activities, as well as computer-human interaction in a global context
* Critically analyse and assess complex information to solve problems in various e-commerce contexts such as sales, payments, marketing and e-auctions
* Appraise the different approaches to the implementation and application of e-commerce technologies

Graduate Attributes

* Knowledge
* Communication
* Cognitive, technical and creative skills
* Research
* Self-management

2 Group Presentation

Assessment Type
Presentation

Task Description
This is a group assessment.
Students will work in groups of 1-2 students. Each group will give one presentation on a project provided by the Lecturer. The presentation should be delivered using Powerpoint slides of a professional standard, with each member of the group participating. The presentation is marked out of 20, which includes marks for the overall presentation and each member's contribution. The content should be equivalent to approximately 2,000 words. Material should be referenced appropriately.

Assessment Due Date
Week 10 Monday (18 Sept 2023) 8:00 pm AEST

Return Date to Students
Week 12 Monday (2 Oct 2023)
Feedback will be given via Feedback Studio in Moodle

Weighting
20%

Assessment Criteria
A marking rubric will be provided in Moodle. Students will be assessed on their knowledge, analysis and presentation skills. In particular, students will be assessed on their use of slides, voice, projection and audience engagement. Presentations will be scheduled by the Lecturer.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Learning Outcomes Assessed

- Explain the technical and managerial requirements of various e-commerce activities, as well as computer-human interaction in a global context
- Appraise the different approaches to the implementation and application of e-commerce technologies
- Interpret and successfully communicate knowledge, skills and ideas related to e-commerce to a range of internal and external stakeholders.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Leadership

3 Project Report

Assessment Type
Report

Task Description
This is an individual assessment.
Students will submit a report on a project provided by the Lecturer. The report should address the specific questions in the project. The content should be equivalent to approximately 4,000 words. Material should be referenced appropriately.

Assessment Due Date
Week 11 Monday (25 Sept 2023) 8:00 pm AEST

Return Date to Students

The grades and feedback will be returned to the students on the Certification of Grades.

Weighting
40%

Assessment Criteria
You will be assessed on your ability to demonstrate and communicate your analysis and understanding of a business situation and technical knowledge in relation to electronic commerce. Marks will reflect the comprehensiveness, correctness and critical analysis presented as well as appropriate writing style, including referencing, grammar, punctuation, syntax and spelling. A marking rubric will be provided on Moodle.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Learning Outcomes Assessed

- Critically analyse and assess complex information to solve problems in various e-commerce contexts such as sales, payments, marketing and e-auctions

- Interpret and successfully communicate knowledge, skills and ideas related to e-commerce to a range of internal and external stakeholders.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

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