



UNIVERSITY
OF TASMANIA

School of Information Systems

Faculty of Business

BSA 306
Electronic Commerce

Semester 1, 2006

Unit Outline

Lecturers

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&

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Unit Summary

Unit code	BSA306
Unit title	Electronic Commerce
Unit description	BSA306 Electronic Commerce introduces students to the technologies and business processes associated with Electronic Commerce. It covers relevant standards; modes of conducting electronic commerce; commercial issues in the adoption of electronic commerce; relevant business processes and the transformational effects of electronic commerce on these business processes; social implications and future directions.
Special notes	None
Teaching staff	Dr Patricia Thomson (Hobart) Mr Bill Morgan (Launceston)
Campus & mode	Hobart & Launceston Delivery via Lectures, Online delivery and Workshops
Unit weight	12.5%
Teaching pattern	Lecture series – face to face and online (1 module per week, Weeks 1-13) Workshop series – 1 workshop per week (weeks 2-12)
Prerequisites	BSA207 Web Management
Mutual exclusions	None
Assessment	Continuous assessment – 60% Examination – 40%
Required texts, etc.	Turban, E., King, D., Viehland, D., & Lee, J., (2006) <i>Electronic Commerce: A Managerial Perspective – Pearson International Edition</i> , Pearson Prentice Hall, NJ.
Recommended reading	Additional material as indicated by Lecturer.
Further Learning resources	Non-text resources BSA306 Electronic Commerce Web site available via WebCT/Vista, located at: http://vista.utas.edu.au/webct/entryPage.dowebct . Other publications To be indicated by Lecturer throughout the program.

Access to Information Technology	Hobart, IS PC Labs, Information Systems Building Students will have access to either the computer laboratories during the academic year. Proximity cards have to be used to gain access to laboratories.
Technical requirements	Hobart, IS 222 Electronic Commerce Lab, Information Systems Building Launceston D130, First Floor, Building D D130 is the main School of Information Systems computer Lab. Students will have access to these computer laboratories during the academic year.
Software requirements	As standard on the PCs in the Student Labs. <i>Notes:</i> Login codes are printed on the student's Statement of Fees and Enrolment. Use of these login codes is based on the assumption that each student has read and agreed to abide by the Ethics Agreement form.
Courses	BCom, BIS, BCom-BIS, BA-BCom, BCom-BComp, BSc, BFA-BIS, GradDipIS, BCom-BSc, BIS-BMus, BIS-BTeach, BSocSci (Police Studies), GradDipInfoMgt, GradCertIS
Faculty Web Site	www.utas.edu.au/business/

Learning Outcomes and Evidences

On completion of this unit, you should be able to:

- Have knowledge of the technologies, standards and business processes utilised in the implementation of electronic commerce.
- Understand the current modes of applying information technologies to commercial activities, and the opportunities arising from new developments in inter-organisational systems and consumer acceptance of the Internet.
- Be aware of the potential for electronic commerce to transform business, and the effect such change can have, on organisations, individuals and society.
- Be capable of developing a preliminary design prototype for the application of electronic commerce to a particular business area.
- Be capable of producing a professional-style Feasibility Study and Report

Upon successful completion of this unit a student should have attained:

Assessment Evidence:

HD Level: Displays excellent understanding of the technologies, standards and business processes utilised in the implementation of electronic commerce.

Displays excellent understanding of the current modes of applying information technologies to commercial activities, and the opportunities arising from new developments in inter-organisational systems and consumer acceptance of the Internet. Displays excellent understanding of the potential for electronic commerce to transform business, and the effect such change can have, on organisations, individuals and society.

Demonstrates an extremely high capability for developing a preliminary design for the application of electronic commerce to a particular business area. Demonstrates an extremely high capability for producing professional-style Feasibility studies and Reports.

DN Level: Displays high levels of understanding of the technologies, standards and business processes utilised in the implementation of electronic commerce.

Displays high levels of understanding of the current modes of applying information technologies to commercial activities, and the opportunities arising from new developments in inter-organisational systems and consumer acceptance of the Internet. Displays high levels of understanding of the potential for electronic commerce to transform business, and the effect such change can have, on organisations, individuals and society. Demonstrates a high level of capability for developing a preliminary design for the application of electronic commerce to a particular business area. Demonstrates a high capability for producing professional-style Feasibility Studies and Reports.

CR Level: Displays a good level of understanding of the technologies, standards and business processes utilised in the implementation of electronic commerce.

Displays a good level of understanding of the current modes of applying information technologies to commercial activities, and the opportunities arising from new developments in inter-organisational systems and consumer acceptance of the Internet. Displays a good level of understanding of the potential for electronic commerce to transform business, and the effect such change can have, on organisations, individuals and society. Demonstrates a good level of capability for developing a preliminary design for the application of electronic commerce to a particular business area. Demonstrates a good level of capability for producing professional-style Feasibility Studies and reports.

PP Level: Displays a moderate level of understanding of the technologies, standards and business processes utilised in the implementation of electronic commerce. Displays a moderate level of understanding of the current modes of applying information technologies to commercial activities, and the opportunities arising from new developments in inter-organisational systems and consumer acceptance of the Internet. Displays a moderate level of understanding of the potential for electronic commerce to transform business, and the effect such change can have, on organisations, individuals and society. Demonstrates a moderate level of capability for developing a preliminary design for the application of electronic commerce to a particular business area. Demonstrates a moderate level of capability for producing professional-style Feasibility Studies and Reports.

NN Level: Inadequate evidence of understanding of the technologies, standards and business processes utilised in the implementation of electronic commerce. Inadequate evidence of understanding of the current modes of applying information technologies to commercial activities, and the opportunities arising from new developments in inter-organisational systems and consumer acceptance of the Internet. Inadequate evidence of understanding of the potential for electronic commerce to transform business, and the effect such change can have, on organisations, individuals and society. Inadequate evidence of a capability for developing a preliminary design for the application of electronic commerce to a particular business area. Inadequate evidence of a capability for producing professional-style Feasibility Studies and Reports.

Generic Graduate Attributes

Attribute	Descriptor	Unit Specifics
Knowledge	Graduates will have an in-depth knowledge in their chosen field of study and the ability to apply that knowledge in practice. They will be prepared for life-long learning in pursuit of personal and professional development.	<ul style="list-style-type: none"> • Demonstrated competence in understanding the impact of e-Commerce in business environments. • Demonstrated ability to apply theoretical e-Commerce models to an organisation • Demonstrated knowledge of requirements determination for e-commerce applications
Communication Skills	Graduates will be able to communicate effectively across a range of contexts.	<ul style="list-style-type: none"> • Demonstrated skills in producing professional standard Feasibility Studies and Business Reports in a business
Problem-solving Skills	Graduates will be effective problem-solvers, capable of applying logical, critical and creative thinking in a range of problems. They will have developed competencies in information literacy.	<ul style="list-style-type: none"> • Demonstrated ability to work in a small group to provide business analysis and propose e-Commerce solutions • Demonstrated skills in analysing current and future applications and trends in the e-Commerce environment and applying relevant business models.
Global Perspective	Graduates will be able to demonstrate a global perspective and inter-cultural competence in their professional lives.	<ul style="list-style-type: none"> • Demonstrated ability to work in a heterogenous team with people from different backgrounds • Demonstrated ability to apply theory to e-commerce global environments

Details of Teaching Arrangements - Lectures/Intensive sessions

Lectures

In keeping with the University support for Flexible delivery, this unit will be delivered by two different modes.

- Lectures in Weeks 1 and 13 will be delivered in **Hobart CENT LTH1 at 3.10pm (Monday)**, and in **Launceston in L142/L143 at 12.00 noon (Monday)**.
- Lectures in Weeks 2-12 will be available online via the Course site available through WebCT/Vista.

Note: For Weeks 2-12, students are expected to have listened to the recorded lecture material, completed the essential readings listed on the slides, and completed the module activities BEFORE attending the weekly workshop.

Workshops

All students are expected to attend one (1) 2-hour Workshop per week (weeks 2-12). Participation and the active contribution of all students in their allocated workshop will be monitored for assessment purposes (see section Assessment Summary).

Note: Allocations for workshops will be emailed to students during the first week of semester. Viewing and changing workshop allocations can be made through the electronic booking system available via the School's web page:

www.utas.edu.au/infosys/

It is expected that once allocated, students will remain in the designated Workshop unless mitigating circumstances require a change.

Lecture and Workshop Schedule

Week	Lecture Topic	Readings / Resources	Workshop Topic
1	Introduction to the Course - An Overview of e-Commerce	Turban, King, Viehland & Lee (2006) - Chapter 1 and 2	No Workshop
2	E-market places	Turban, King, Viehland & Lee (2006) - Chapter 2	Overview of e-Commerce - Review of weekly Module exercises and additional material provided by Lecturers.
3	Business to Business e-Commerce	Turban, King, Viehland & Lee (2006) - Chapter 5 and additional readings supplied by the Lecturer.	E-Commerce Business Models - Review of weekly Module exercises and additional material provided by Lecturers
4	Public B2B Exchanges and Support Services	Turban, King, Viehland & Lee (2006) - Chapter 6 and additional readings supplied by the Lecturer.	Group work planning session on Assignment 1
5	E-supply chains, collaborative commerce, intra-business EC & corporate portals; e-CRM and other support services	Turban, King, Viehland & Lee (2006) - Chapter 7 and Chapter 13	Business to Consumer E-Commerce - Review of weekly Module. Group work on Assignment 1.
6	Other EC Models and Applications	Turban, King, Viehland & Lee (2006) - Chapter 8 and additional readings supplied by the Lecturer.	Business to Business E-Commerce - Review of weekly Module exercises and additional material provided by Lecturers.
7	Mobile Commerce and Pervasive Computing	Turban, King, Viehland & Lee (2006) - Chapter 9	Mobile Commerce – Review of weekly Module exercises. Assignment 1 Due
8	Internet Consumer Retailing	Turban, King, Viehland & Lee (2006) - Chapter 3	Online Appendix (Current EC Research) http://www.prenhall.com/turban
9	Consumer Behaviour, Market Research and Advertisement	Turban, King, Viehland & Lee (2006) - Chapter 4 and additional readings supplied by the Lecturer.	Feedback Assignment 1 Review of Weekly Module exercises. Assignment 2 planning.
10	E-Auctions	Turban, King, Viehland & Lee (2006) - Chapter 10	Group work on Assignment 2.
11	E-Commerce Security	Turban, King, Viehland & Lee (2006) - Chapter 11 and additional readings supplied by the Lecturer.	Security and the E-Commerce Environment - Review of weekly Module exercises and additional material provided by Lecturers.
12	Electronic Payment Systems	Turban, King, Viehland & Lee (2006) - Chapter 12	E-Commerce Payment Systems - Review of weekly Module exercises - Assignment 2 Due
13	Exam Preparation Lecture	Summary Weekly Lecture Notes	No Workshop

Occupational Health and Safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at: http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf

References:

Required Text:

Turban, E., King, D., Viehland, D., & Lee, J, 2006, *Electronic Commerce: A Managerial Perspective – Pearson International Edition*, Pearson Prentice Hall, NJ

Additional Resources:

Liebowitz, J; Agresti, W., & Djavanshir G. R., 2006, *Communicating as IT Professionals*, Pearson Prentice Hall, NJ - Chapter 4

Other readings as advised.

Learning Expectations and Strategies

Expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

The University's Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

It is expected that students will familiarise themselves with access and use of the WebCT/Vista system operated by the University for the electronic delivery of course materials, and for various forms of communication.

It is expected that students will consult email sent to their University email address at least twice a week for notices relating to the administration of the unit, and for notification of the results of assignments.

It is expected that students will read the background material specified in the course curriculum, will actively attend and participate in tutorials, and be prepared to discuss relevant issues arising with tutors, lecturers and fellow students.

Student Expectations of the Unit

Students enrolled in this Unit may reasonably expect the following:

1. To be able to contact a lecturer or tutor by electronic mail, to raise issues arising in the unit, either relating to content or student performance within the unit.
2. Subject to availability, to be able to discuss such issues in person with the lecturer or tutor.
3. That assignments will be marked and the marks will be returned with 3 weeks of due dates.
4. That all relevant notices regarding the administration of the unit, including any necessary changes, will be communicated to all students enrolled in the unit via email.

Specific Attendance/Performance Requirements

- a) For Weeks 2-12, students are expected to have listened to the recorded lecture material, completed the essential readings listed on the slides, and completed the module activities BEFORE attending the weekly workshop.
- b) Participation and the active contribution of all students in their allocated workshop will be monitored for assessment purposes (see section on Assessment details).

These expectations are in addition to those specified in relevant University regulations.

Learning Strategies

If you need assistance in preparing for study please refer to your tutor or lecturer. For additional information refer to the Learning Development website:

<http://www.utas.edu.au/learndev/>

If you will be using WebCT/Vista for the first time and would like some information on how to use WebCT/Vista refer to the following guide:

http://www.utas.edu.au/coursesonline/docs/using_webct.pdf

Some of the units you will study use videoconferencing to deliver lectures and tutorials. To enable you to get the best out of a videoconference please refer to the following guide. <http://www.its.utas.edu.au/videoconf/vcstudentguide.pdf>

Assessment Summary

Component	Weight/Value	Due Date
Assignment 1 – Feasibility Study	25% of Total	Monday 10th April (Week 7)
Assignment 2 - Business Report	25 % of Total	Monday 22 May (Week 12)
Workshop Participation	10% of Total	Continuing weeks 2-12
Examination	40% of Total	To be advised

How your Final Result is determined.

In order to pass a unit, the School of Information Systems expects that students:

In order to pass this unit, the School of Information Systems expects that students:
Achieve a total of at least 45% in continuing assessment of the unit; and
Achieve a total of at least 45% in the examination component of the unit; and
Achieve a total mark of at least 50% in the total assessment of the unit.

Note:

In exceptional circumstances, the School reserves the right to adjust the above assessment rule.

Submission of Assignments.

Students must submit assignments for the unit by the specified dates and times (if given), unless prior approval has been granted via an assignment extension form, at least 24 hours before the assignment is due to be submitted.

Every assessment task has a due date and method of submission. These due dates and methods of submission must be adhered to.

For each piece of assessment, there will be only one method of submission. The method will be clearly identified on the assignment sheet.

Notes:

Students must take responsibility for the correct submission of their assignments. Students are expected to adhere to the following procedure for submission: Submitted files MUST be checked by the student to ensure that correct submission of the file has been undertaken.

Students are expected to notify the Lecturer WITHIN TWO HOURS of submission if their files have not been submitted correctly.

Students must take responsibility for safely backing up of their own files during the academic year to ensure that no files are permanently lost.

Requests for Extensions

Extensions will be given only under the following conditions:

- Employment related issues: Arrangements for an extension must be made with the lecturer prior to the assignment due date. Documentation from your employer is required.
- Illness: A medical certificate must be presented to the lecturer either prior to the due date or as soon as possible after the due date.

The lecturer of the unit will address any extraordinary extension falling outside of these criteria.

All extensions must be applied for on the appropriate form, which is available at http://www.infosys.utas.edu.au/students/forms/asst_extension.pdf. Verbal extensions will not be accepted.

Students should not assume that all extension applications will be granted. Students must have received confirmation of the extension by the Lecturer in order for an extension to be granted.

Any extension granted will have a new submission due date and time.

Assignments that are not submitted by the due date and time will incur the following penalties:

Penalties

10% (of mark achieved) per day or part thereof (excluding extensions) for late submissions.

Review of Assessment and Appeals

1. It is expected that students will adhere to the following policy for review of any piece of **continuous assessment**.
 - a) Within 5 days of the release of the assessment result, the student should request an appointment with the Lecturer. **The student should be prepared to discuss specifically which section of the marking criteria they are disputing and why they consider the mark is inappropriate.**
 - b) Following this discussion, students may request a formal remark of the original submission (in accordance with Rule of Academic Assessment 111, clause 22.1). This remark will be undertaken, where practicable, by an alternative assessor.
2. Students under with Rule of Academic Assessment 111, clause 23 may also request a review of the **final result** in a unit. The request and payment must be made within 10 days from the date of the result notification.
Students are referred to:
<http://www.admin.utas.edu.au/HANDBOOKS/UTASHANDBOOKS/RULES/RULE111.html> and
http://www.admin.utas.edu.au/ac_serv/flowchart_review_assesment.pdf

Complaints Procedure

It is expected that students will adhere to the following policy for making any complaint or grievance directly related to a Unit:

- a) In the first instance, students are to approach the Lecturer or Unit Coordinator concerned and arrange a time to speak with them about their concern.
- b) If an issue remains unresolved, the student should approach the Head of School and arrange a time to speak with them about their concern.

If the School's internal policy of complaints is unable to resolve an issue, students should consult Ordinance 8 Student Complaints for further direction.

Academic Referencing

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The appropriate referencing style for this unit is Harvard. For information on presentation of assignments, including referencing styles:

<http://www.utas.edu.au/library/assist/gpoa/gpoa.html>

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

Plagiarism

While students are encouraged to discuss the assignments in this unit and to engage in active learning from each other, it is important that they are also aware of the University's policy on plagiarism. Plagiarism is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example downloading an essay wholly or in part from the internet, copying another student's work or using an author's words or ideas without citing the source.

"Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work. If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at

<http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see

<http://www.utas.edu.au/universitycouncil/legislation/> "

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

It is important that you understand this statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer. Useful resources on academic integrity, including what it is and how to maintain it, are also available at:

<http://www.utas.edu.au/tl/supporting/academicintegrity/students.html>

Further Information and Assistance

If you are experiencing difficulties with your studies or assignments, have personal or life planning issues, disability or illness which may affect your course of study, you are advised to raise these with your lecturer in the first instance.

There is a range of University-wide support services available to you including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at: <http://www.utas.edu.au/students/>
Should you require assistance in accessing the Library visit their website for more information at <http://www.utas.edu.au/library/>

Help resolving concerns about this Unit

In the first instance you should contact your lecturer. If the matter is still unresolved and you would like to know who to contact or the procedures for resolving your concern refer to the following website:

http://www.admin.utas.edu.au/ac_serv/complaints_info.html

The Hobart based Tasmanian University Union (TUU) or the Launceston/Burnie based Student Association (SA) may also be able to assist.

The School reserves the right to alter the details contained in this Unit Outline. Students will be advised of changes to the outline via their University email account and it remains the responsibility of the student to check their email for such changes.

Assessment Details

Appendix 1 - Assessment Details

Assessment Task 1	
Task description	<p>Group E-Commerce Feasibility Study - Structured Report (25% of Total Marks)</p> <p>Task: In groups of 3 (2) Undertake a Feasibility Study (supported by business analysis) to explain an existing e-commerce business operation <u>or</u> a potentially new e-commerce business to include :</p> <ul style="list-style-type: none"> • Business (Market) Feasibility • Technical (Operational) Feasibility <p>The Feasibility Study must include an analysis of the current situation of the business, the industry and market place as well as the technical infrastructure that exists, including hardware, software and the existent or non-existent web presence. Specific reference should be made to issues discussed in Liebowitz, Agresti and Djavanshir (2006) Chapter 4.</p>
Task length	Approximatley 2,500 words
Links to Unit's learning outcomes	<ul style="list-style-type: none"> • Have knowledge of the technologies, standards and business processes utilised in the implementation of electronic commerce. • Understand the current modes of applying information technologies to commercial activities, and the opportunities arising from new developments in inter-organisational systems and consumer acceptance of the Internet. • Be aware of the potential for electronic commerce to transform business, and the effect such change can have.
Assessment criteria / guidelines	<ul style="list-style-type: none"> • Ability to produce a professional Feasibility Study. • Ability to research and analyse a business environment. • Ability to discuss the advantages and limitations of E-Commerce within a specific business context. • Ability to provide insightful background on the topic. • Ability to provide both business and technical analysis.
Due Date	Monday 10 th April (Week 7)

Assessment Task 2	
Task description	<p>Group Full Report - E-Commerce for Business (25% of Total Marks)</p> <p>Using the basis of the Feasibility Report and feedback from Assessment 1, produce a more detailed Group Report on the proposed e-business application.</p> <p>Tasks: Undertake further research on the organisation to produce a professional business report that details the types of E-Commerce tools and techniques that are appropriate to consider. This should include:</p> <ul style="list-style-type: none"> • Business Process Requirements • Management and Staff Requirements • Specific Operational Requirements <p>Discuss the advantages that the recommended business processes, tools and techniques could bring to the business and identify any issues that the organisation under study. These should be justified from your readings of the text, additional literature and the practical solutions in the business environment.</p>
Task length	Approximatley 2,500 words
Links to Unit's learning outcomes	<ul style="list-style-type: none"> • Have knowledge of the technologies, standards and business processes utilised in the implementation of electronic commerce. • Understand the current modes of applying information technologies to commercial activities, and the opportunities arising from new developments in inter-organisational systems and consumer acceptance of the Internet. • Be aware of the potential for electronic commerce to transform business, and the effect such change can have, on organisations, individuals and society. • Be capable of developing a preliminary design prototype for the application of electronic commerce or enhancement of the existing infrastructure to a particular business area.
Assessment criteria / guidelines	<ul style="list-style-type: none"> • Ability to produce a professional Business Reports. • Ability to research and analyse business environments • Ability to provide and justify appropriate recommendations for the adoption of E-Commerce tools and techniques. • Awareness of the advantages and limitations of E-Commerce within a specific business context. • Ability to provide evidence of wider theoretical support for the recommended strategy.
Due Date	Monday May 22 th (Week 12)

Assessment Task 3

Task description	Workshop participation
Task length	Weeks 2-12
Links to Unit's learning outcomes	<ul style="list-style-type: none"> • Have knowledge of the technologies, standards and business processes utilised in the implementation of electronic commerce. • Understand the current modes of applying information technologies to commercial activities, and the opportunities arising from new developments in inter-organisational systems and consumer acceptance of the Internet. • Be aware of the potential for electronic commerce to transform business, and the effect such change can have, on organisations, individuals and society. • Be capable of developing a preliminary design prototype for the application of electronic commerce or enhancement of the existing infrastructure to a particular business area.
Assessment criteria / guidelines	<ul style="list-style-type: none"> • Attendance • Pre-reading and review • Contribution during sessions
Due Date	Ongoing

Assessment Task 4	
Task description	Exam
Task length	2 hours (Open book – short answer and case study)
Links to Unit's learning outcomes	<ul style="list-style-type: none"> • Have knowledge of the technologies, standards and business processes utilised in the implementation of electronic commerce. • Understand the current modes of applying information technologies to commercial activities, and the opportunities arising from new developments in inter-organisational systems and consumer acceptance of the Internet. • Be aware of the potential for electronic commerce to transform business, and the effect such change can have, on organisations, individuals and society. • Be capable of developing a preliminary design prototype for the application of electronic commerce or enhancement of the existing infrastructure to a particular business area.
Assessment criteria / guidelines	As described in exam sheet
Due Date	TBA

Appendix 2 - What is Academic Integrity?

Academic integrity is about mastering the art of scholarship. Scholarship involves researching, understanding and building upon the work of others and requires that you give credit where it is due and acknowledge the contributions of others to your own intellectual efforts.

At its core, academic integrity requires honesty. This involves being responsible for ethical scholarship and for knowing what academic dishonesty is and how to avoid it.

Commonly used terms

Attribution: the ascribing of a work or an idea to a particular author or artist.

Citation: the act of directly quoting or giving intellectual credit to another person's work or ideas.

Collusion: “any form of joint effort, between students, or between students and other persons, intended to deceive an assessor as to who was actually responsible for producing the material submitted for assessment”. (University of Western Sydney 2000).

Common Knowledge: can be defined as facts known by a large number of people. These "facts" do not have to be cited.

Group work: can be described as “a formally established project to be conducted by a number of students in common, resulting in a single piece of assessment or a number of associated pieces of assessment”. (Newcastle University 2002).

Legitimate collaboration: Newcastle University describes legitimate collaboration as “any constructive educational and intellectual practice that aims to facilitate optimal learning outcomes through interaction between students”.

Paraphrasing:

1. A restatement of a text or passage in another form or other words, often to clarify meaning.
2. The restatement of texts in other words as a studying or teaching device.

Plagiarism: the stealing or passing off as one's own (the idea or words of another); use (a created production) without crediting the source; to commit literary theft; present as new and original an idea or product derived from an existing source (*Webster's Third New International Dictionary of the English Language*, Unabridged, p. 1728).

Quoting: to place an excerpt from a source word for word into one's paper. The source must be cited, giving credit to the original author.

Summarising: to put someone else's concept or main ideas into one's own words.

Appendix 3 - Common forms of Academic Dishonesty

- Cheating in an exam either by copying from other students or using unauthorised notes or other aids.
- Submitting, as your own, an assignment that another person has completed.
- Downloading information, text, computer code, artwork, graphics or other material from the Internet and presenting it as your own without acknowledgment.
- Quoting or paraphrasing material from a source without acknowledgment.
- Preparing a correctly cited and referenced assignment from individual research and then handing part or all of that work in twice for separate subjects/marks.
- Copying from other members while working in a group.
- Contributing less, little or nothing to a group assignment and then claiming an equal share of the marks.
-

From: James R, McInnis, C and Devlin, M (2002)
Assessing Learning in Australian Universities
Centre for the Study of Higher Education - University of Melbourne
Viewed 29 December 2002
<<http://www.cshe.unimelb.edu.au/assessinglearning/03/plagMain.html>>

Using words, ideas, computer code, or any work by someone else without giving proper credit is academic dishonesty. Academic dishonesty is often referred to as plagiarism or cheating.



When you use information from a source, you must cite it.

Appendix 4 - How to achieve and maintain Academic Integrity

Utilise the right sources

In order to articulate your ideas, defend your own argument and refute counter-arguments, you will need to identify the most appropriate sources of material to help you. In order to identify the most appropriate material you will need to evaluate your research results.

Start writing

The next step in the process is to document the validity of your position, and crediting those whose work you have used to establish your position. To do this you will need to apply the appropriate referencing style for your discipline to your work. If you are not sure what style you should be using check with your tutor or your unit outline. The University also provides a list of preferred text referencing system for undergraduate students at

http://www.utas.edu.au/staff/tl/policies/School_referencing_system_table.htm

When you begin writing your assignment/project report you must give credit to the sources for the ideas you are using. There are standard ways to properly integrate sources into your assignment. They include:

- *Direct quotes* – This is when you place an excerpt from your source word for word into your paper. The source must be cited, giving credit to the original author.
- *Paraphrasing* – This means to restate a passage from your source in your own words. The source and author of the passage you paraphrase must be cited.
- *Summarising* – When you summarise the key concept or main idea from someone else's work in your own words, you must give credit for summarised ideas to the original source.

More information on writing skills

Developing your own writing style is an important part of good scholarship. For information and assistance on essay writing go to the Learning Development website at <http://www.utas.edu.au/learndev/essays.html>



Remember that when you use a direct quote, paraphrase or summarise to not only provide the in-text reference but also provide a full reference in your reference list.

Appendix 5 - What happens if I don't maintain Academic Integrity?

While studying at University you are expected to submit work that is your own. This does not mean that you can't use other people's ideas to support your own or to enhance your argument. What it does mean is that you are required by the University to acknowledge the source of those ideas as in text references in your assignments and the setting out of a list of references or a bibliography at the end of your assignment, acknowledging all sources utilised.

The academic tradition, on which Australian universities are founded expects that all scholarly efforts undertaken be done so in keeping with the rules of attribution. This means that all material that is submitted or presented for assessment that contains work other than your own, must be attributed to its source.

Failure to do so constitutes academic dishonesty (plagiarism). It is important that students understand how to correctly refer to the work of others and maintain academic integrity.

Ordinance 58: Student Discipline outlines the process for initiating formal discipline procedures for academic/general misconduct matters.

<http://www.utas.edu.au/universitycouncil/legislation/ord58.pdf>

You should also refer to any policies and procedures specific to your Faculty/School.