

**Unit code: INN313      Unit Title: Electronic Commerce Site Development**

<b>Credit Points:</b>	<b>12</b>
<b>Teaching Period(s)</b>	
<b>Year(s) of offer:</b>	
<b>Prerequisite(s):</b>	<b>INN271 or INN210</b>
<b>Corequisite(s):</b>	<b>nil</b>
<b>Incompatible:</b>	<b>nil</b>
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**1. Rationale**

The growth of the Internet is changing the way that companies do business. Electronic Commerce (E-commerce) involves conducting financial transactions by electronic means. Computer networks and secure digital payment systems have enabled companies to sell products and services over the Internet, exploit new markets and improve their operating processes. This unit will give you a good understanding of the technology and the strategic and commercial skills required to operate in an exciting multidisciplinary area that is experiencing continued growth.

**2. Aims**

This unit will enable you to specify, design, implement and maintain advanced e-commerce applications. You will obtain an in-depth understanding of the potential of e-commerce and how it can be employed to benefit an organisation. You will get direct experience of creating an e-commerce storefront following a business to business (B to B) or business to consumer (B to C) model. You will also have a thorough understanding of the computer systems that underpin e-commerce including payment systems, secure transactions and emerging technologies.

**3. Learning Outcomes**

- On successful completion of this unit you should be able to:
  1. Demonstrate knowledge and understanding of the scope and components of electronic commerce and how they can help businesses and organisations. (GC1-GC3)
  2. Demonstrate knowledge and understanding of the wider issues around organisations that implement e-commerce including legal issues, website promotion, implementation and maintenance. (GC1-GC3 and GC5, GC6)
  3. Identify and critically appraise electronic commerce solutions and successfully communicate these findings to stakeholders. (GC3, GC4, GC5, GC7)

4. Design and develop an electronic commerce capability relevant to the business process needs of a company or organisation. (GC1-GC7)

**Key: Graduate Capabilities**

GC1 – Knowledge and Skills

GC2 – Critical and Creative Thinking

GC3 – Communication

GC4 – Lifelong Learning

GC5 – Independence and Collaboration

GC6 – Social and Ethical Responsibility

GC7 – Leadership and Change

Note: You should be familiar with developing Web Applications and be able to create and maintain a database using a DBMS such as MS-Access. You should also be able to use SQL, and be able to create dynamic web pages that display content from a database. In addition, you should be familiar with communications networks concepts. If you are unfamiliar with any of these topics you should carry out preparatory work before commencing study of this unit.

#### **4. Content**

This unit will cover the following eleven topics: taxonomy and scope of e-commerce; writing an effective business plan; planning e-commerce initiatives; developing a successful e-commerce site; promoting your e-commerce site; payment methods and options; e-commerce website enablement; business to business e-commerce; Internet privacy, legal and security issues; operating and maintaining an e-commerce website; emerging e-commerce technology. You must produce a working, dynamic website to cover an e-commerce endeavour, as well as a maintenance system to update the contents of the web site.

#### **5. Teaching and Learning Approaches**

Content in this unit will be delivered in a variety of ways including:

- Lecture: 2 hours per week. Guest lecturers are invited to speak on various contemporary issues;
- Tutorial and laboratory: 1 hour per week;
- Many examples of working e-commerce sites will be shown with a large variety of sites that will help explain issues related to e-commerce;
- Postgraduate students will be required to research emerging e-commerce technologies and concepts and present this research in their assessment items.

#### ***Concurrent Teaching***

This unit is being taught concurrently with an undergraduate offering of the same subject. University policy permits postgraduate and undergraduate students to attend the same lectures. As a postgraduate student you will be required to complete separate assessment tasks that reflect the advanced knowledge and understanding of the subject. For this unit that means your assessment will be of increased complexity through the introduction of research presentation as assessment item 4. In addition the examination, assessment item 3, will have additional questions so that you can demonstrate a wider breadth of knowledge than your undergraduate colleagues.

#### **6. Assessment**

You will be expected to undertake a number of assessments related to the learning outcomes of this unit (see below).

### ***Feedback Mechanisms***

You can obtain feedback on your progress throughout the unit through the following mechanisms:

- teaching staff will provide advice and assistance during lectures and online activities;
- assessment items will be returned to you before the end of semester with comments on your progress;
- teaching staff will be available for private consultation
- you will receive criticism and support to ensure that your comprehensive business plan and site design provides a firm foundation to go on and create a viable, believable site for assessment item 2.
- your ability to produce a working site will be supported and monitored during laboratory sessions. The demonstration will be closely assessed on criteria given to you in advance.

### ***Assessment Detail***

#### **Assessment Item No. 1**

**Assessment name:** Site Plan

**Description:** Creation of a business plan, a rationale for site success, database and page design

**Relates to learning outcomes:** All

**Weight:** 20%

**Due date:** Week 8

#### **Assessment Item No. 2**

**Assessment name:** Presentation and final report

**Description:** Creation of site content and style, project completion and demonstration. A final report will reflect on the successes and difficulties of developing the site

**Relates to learning outcomes:** All

**Weight:** 25%

**Due date:** Week 12

#### **Assessment Item No. 3**

**Assessment name:** Examination

**Description:** Examination of the theoretical aspects of the unit

**Relates to learning outcomes:** 1-3

**Weight:** 45%

**Due date:** Week 15

#### **Assessment Item No. 4**

**Assessment name:** Research Presentation

**Description:** Each team will make a short presentation in lectures on an e-commerce topic.

**Relates to learning outcomes:** 1-3

**Weight:** 10%

**Due date:** Throughout Semester

### ***Academic Honesty***

Academic honesty means that you are expected to exhibit honesty and act responsibly when undertaking assessment. Any action or practice on your part which would defeat

the purposes of assessment is regarded as academic dishonesty. The penalties for academic dishonesty are provided in the Student Rules. For more information you should consult the **Academic Integrity Kit**, and the QUT Library resources for avoiding plagiarism.

#### **7. Resource materials**

No extraordinary charges or costs are associated with the requirements for this unit. Unit materials and case scenarios will be available for download from Blackboard or from the Internet. Students are required to read widely using resources available on the Internet.

#### **Reference(s):**

Author: Gary P. Schneider

Title: Electronic Commerce, Fifth Annual Edition, Thomson Course Technology, 2003

Author: West, R., Muck, T., and Allen, T.

Title: Dreamweaver UltraDev4: The Complete Reference. McGrawHill Professional Publishing. 2001

#### **8. Risk Management**

There are no unusual health or safety risks associated with this unit.

Disclaimer - Offer of some units is subject to viability, and information in these Unit Outlines is subject to change prior to commencement of semester.

Last Modified: 08-May-2009