

## Unit of Study: BIS3002 E-Commerce & E-Business Applications

### Overview:

This unit provides the student the key business and technology elements of electronic commerce that covers both the business and technology elements of electronic commerce. This unit demonstrates how the companies use electronic commerce to create new products and services, reduce the cost of existing business processes, and improve the efficiency and effectiveness of operations. It also describes the technologies used to conduct business online such as Internet infrastructure, protocols, and networks. The student will also study the business strategies that companies, and other organizations used to do business online including Internet marketing and online advertising. The unit also covers the technologies enabling electronic commerce and security issues and different types of payment systems for electronic commerce.

<b>Course(s)</b>	Bachelor of Business Information Systems Bachelor of Information Technology
<b>Credit Points</b>	6 credit points
<b>Duration</b>	12 weeks (10 teaching weeks; 1 revision week; 1 final assessment week)
<b>Level</b>	Undergraduate Advanced
<b>Student Workload</b>	Students should expect to spend approximately 10 hours per week over 12 weeks (totalling approximately 120 hours) on learning activities for this unit.
<b>Mode(s) of Delivery</b>	On campus
<b>Pre-Requisites</b>	BIS2006 Management Information Systems
<b>Unit Coordinator</b>	As per current <a href="#">timetable</a>
<b>Contact Information</b>	Consultation: 1 hour scheduled session

### Unit Learning Outcomes

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

- ULO1 Summarise the key components of electronic commerce and examine the ways the companies use it to create new products and services and optimise existing business processes.
- ULO2 Examine contemporary technology systems and communication infrastructure being used to enable e-commerce businesses and gain competitive advantage.
- ULO3 Analyse and critique business strategies being used by companies are doing business online.
- ULO4 Identify the key security, legal, taxation and ethical issues associated with e-commerce and develop responses to these in common business scenarios

## Weekly Schedule

Detailed information for each week's activities can be found on Unit's Weekly Modules in Canvas.

Week	Topic
Week 1	Introduction to Electronic Commerce
Week 2	Technology Infrastructure: The Internet and the World Wide Web
Week 3	Selling on the Web
Week 4	Marketing on the Web
Week 5	Business-to-Business Activities: Improving Efficiency and Reducing Costs
Week 6	Social Networking, Mobile Commerce, and Online Auctions
Week 7	The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues
Week 8	Web Server Hardware and Software
Week 9	Electronic Commerce Software
Week 10	Electronic Commerce Security
Week 11	REVISION
Week 12	FINAL ASSESSMENT

## Assessments

1. All assessments are compulsory.
2. To pass the unit students must:
  - achieve a total of 50% or more of marks offered; and
  - pass all individual invigilated assessments; and
  - have attempted all assessments.






Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision.

3. The Board of Examiners may grant a supplementary assessment where a student:
  - achieves a total of 45% or more; and
  - has passed all individual invigilated assessments in the unit; and
  - has attempted all assessments; and
  - has a recommendation for supplementary assessment by the Unit Coordinator and the Head of Discipline.

Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision. Attendance and engagement in class will be considered.

4. APIC awards common result grades as set out in the [Award of Grade Policy](#).

5. Detailed information for each assessment can be found on the Unit's Home Page and in the Assessment Brief.

Assessment Task	Type	Weight	Length	Due	ULOs Assessed
<p><b>Assessment 1: Quiz</b> Online quizzes assess students' ability to understand theoretical materials. The quiz will be multiple choice questions which are relevant to the lecture materials. Each quiz will be out of 10 marks.</p>	<p>Individual  Invigilated </p>	30%	15 questions / 20 mins (equiv. 750 words)	Week 3, 6, 9  (During Class)	ULO1 ULO2 ULO3 ULO4
<p><b>Assessment 2: Reflections Journal</b> As part of their weekly learning, students are required to submit learning reflections based on their weekly individual tutorial work and group contributions to weekly tasks. Each reflection should no more than 150 words, attracting 1 mark, with a total of 10 reflections required.</p>	<p>Individual </p>	10%	Reflections (equiv. 1500 words)	Weeks 2-11  (Due Every Monday)	ULO1 ULO2 ULO3 ULO4
<p><b>Assessment 3: Report</b> In this assignment students will perform a critical analysis of selected website attributes including the e-commerce business model for a number of E-commerce websites.</p>	<p>Individual </p>	25%	2000 words	Week 6 (Monday)	ULO1 ULO2
<p><b>Assessment 4: E-commerce Site</b> In groups of two, students will develop an e-commerce business plan for a client based on a given case study, and subsequently design a limited prototype using the WordPress platform.</p>	<p>Group </p>	35%	Report 4000 Words (equiv. 2000 words per student) + WordPress E-Commerce Prototype 10 Pages	Week 12 (Monday)	ULO1 ULO2 ULO3 ULO4

equiv. – equivalent word count based on the Assessment Load Equivalence Guide. It means this assessment is equivalent to the normally expected time requirement for a written submission containing the specified number of words.

### Course Reserve

Course Reserve includes all required resources and reading material for the unit of study. You can access Course Reserve via [APIC Library](#) or via the Course Reserve link on the unit's homepage.

### Prescribed text(s):

Laudon KC & Traver CG, 2023, E-commerce 2023–2024: business. Technology. Society, 18<sup>th</sup> ed., Pearson publisher.

### Recommended Text:

Schneider, G., (2017). Electronic commerce. 12<sup>th</sup> ed. Cengage Learning.

### Recommended Readings:

Big Commerce, 2021. Understanding Ecommerce Costs: How to Calculate Total Cost of Ownership for an Online Store. [Online] Available at:

<https://www.bigcommerce.com.au/articles/ecommerce/ecommerce-cost/>

Frost & Sullivan, 2018. Future of Supply Chain in Manufacturing. [Online] . Available at:

<https://ww2.frost.com/frost-perspectives/future-of-supply-chain-in-manufacturing/>

Kathy, M., Sean, M. & Shelston, I., 2020. When Does Use on A Website Infringe An Australian Trade Mark Registration?. [Online] Available at: <https://ipta.org.au/news/when-does-use-on-a-website-infringe-an-australian-trade-mark-registration/>

Pfleeger, C., Pfleeger, S. & Margulies, J., 2015. Chapter 8 Cloud Computing. In: Security in Computing. NJ, USA: Pearson.

Porter, M., 1985. Competitive Advantage: Creating and Sustaining Superior Performance. New York: Free Press.

Nielsen Norman Group, 2021. Psychology and UX. [Online] Available at:

<https://www.nngroup.com/topic/psychology-and-ux/>

SavvySme, 2021. How to Advertise Your Small Business Online. [Online] Available at:

<https://www.savvysme.com.au/article/7769-how-to-advertise-your-small-business>

Weinberger, D., 2009. The Dream of the Semantic Web. KM World.

Whitfield, H., 2020. How to Make Your Website Mobile-Friendly. [Online] Available at:

<https://www.websitebuilderexpert.com/building-websites/how-to-make-website-mobile-friendly/>

### Other Recommended Resources:

Australian Post eCommerce Insights: <https://auspost.com.au/business/marketing-and-communications/access-data-and-insights/ecommerce-trends>

Australian Digital Economy Strategy: <https://digitaleconomy.pmc.gov.au>

Shopify eCommerce Resources: <https://www.shopify.com/start>

WordPress Content Management System (CMS): <https://wordpress.com>

### Academic integrity

Ethical conduct and academic integrity and honesty are fundamental to the mission of APIC and academic misconduct will not be tolerated by the College. It is the responsibility of every student to make sure that they understand what constitutes academic misconduct and to refrain from engaging in it. Please refer to APIC's [Academic Integrity Policy](#) for further details.

### Other Important Information and Links

<p><b>Special consideration</b></p> <p>If your academic work is impacted by significant documented illness, hardship, or other adverse circumstances beyond your control, you may make an application for Special Consideration. Please refer to the <a href="#">Assessment Policy</a> for further details.</p>	<p><b>Late submission</b></p> <p>Penalties apply when work is submitted after the due date without approval. Please refer to the <a href="#">Assessment Policy</a> for information about late submission.</p>
<p><b>Assessment appeals</b></p> <p>If you are concerned about a mark you have received for an assessment or final grade, you may apply to formally appeal the grade. Please see the <a href="#">Assessment Policy</a> for further details.</p>	<p><b>Award of grades</b></p> <p>APIC awards common result grades, set out in the <a href="#">Award of Grade Policy</a>.</p>
<p><b>Expectations of student conduct</b></p> <p>Students are expected to conduct themselves in a manner that is consistent with a safe and respectful study environment. More information can be found in the <a href="#">Student Code of Conduct</a>.</p>	<p><b>Study resources</b></p> <p>APIC Library and Student Learning Support resources and services can be accessed via the <a href="#">Student Lounge</a> or your <a href="#">Dashboard on the OLS (Canvas)</a>.</p>
<p><b>Student Services</b></p> <p>The Student Services team provides administrative support for students and handles enquiries about enrolment, timetables, important dates and submitting forms. More information can be found on the <a href="#">Student Services page on the OLS (Canvas)</a>.</p>	<p><b>Key dates</b></p> <p>Key dates through the academic year, including teaching periods, census, payment deadlines and exams can be found on the <a href="#">Academic Calendar</a> section of the APIC website.</p>

### Changes and Updates to the Unit of Study Guide

This Unit of Study Guide may be updated and amended from time to time. Students will be notified of any changes to the unit via the Online Learning System (Canvas) space for the unit.

This Unit of Study Guide was last modified on 25<sup>th</sup> August 2023.