# Table of Contents

**MGX9420 E-business - Semester 1, 2011**

- Chief Examiner: ................................................................. 1
- Lecturer(s) / Leader(s): .......................................................... 1
- Tutor(s): ............................................................................... 1
  - Caulfield ........................................................................... 1

**Unit synopsis** ........................................................................... 2

**Learning outcomes** .................................................................... 2

**Contact hours** ........................................................................ 2

**Further unit information** .......................................................... 2

**Workload** ................................................................................ 2

**Unit relationships** ................................................................. 3
  - Relationships ..................................................................... 3

**Teaching and learning method** .................................................. 4

**Timetable information** ............................................................ 4

**Unit Schedule** ......................................................................... 4

**Unit Resources** ........................................................................ 8
  - Prescribed text(s) and readings ........................................... 8
  - Recommended text(s) and readings .................................... 8
  - Library resources .................................................................. 8
  - Blackboard (MUSO) ............................................................ 8

**Assessment** ............................................................................. 10
  - Assessment Summary .......................................................... 10
  - Faculty assessment policy .................................................... 10
  - Hurdle requirements ............................................................. 10
  - Second marking ................................................................. 10
  - Return of final marks ........................................................... 10
  - Applications for extension of time ...................................... 10
  - Assessment tasks ............................................................... 10
  - Assessment task 1 ............................................................... 10
  - Assessment task 2 ............................................................... 11
  - Examinations ....................................................................... 13
    - Examination 1 ................................................................. 13
    - Special consideration ....................................................... 13
  - Assessment criteria - grading descriptors table .................... 14

**Appendix** .................................................................................. 15
Chief Examiner:

Dr Peter O'Neill

Lecturer(s) / Leader(s):

Tutor(s):

Caulfield

Please enter the contact details of your tutor in the space below:
Unit synopsis

E-business entails technical, managerial and business issues. In the last decade it has rapidly developed, and is now widely accepted by consumers, business partners, employees, the governments, banks and other business entities. After an overview of e-business development, technologies for e-business and different types of e-business models, this unit will focus on concepts, theories and issues associated with e-business management in the global market. This unit will enhance students’ understanding of e-business, its impact on market place transformation and management approaches to e-business and related issues. This unit is based upon lectures, cases, and class discussions. This reflects the dynamic nature of the subject matter and our efforts to make certain that the material discussed in class is leading edge, up to date and in tune with what is going on in the area.

Learning outcomes

The learning goals associated with this unit are to:

1. provide students with a broad appreciation of e-Business
2. understand technology, business and management issues for e-Business
3. understand how organisations create value from e-business
4. understand e-business managerial and strategic issues
5. understand e-business leadership and change management requirements.

Contact hours

3 hours per week

Further unit information

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

1. Possess a detailed understanding of e-business models, trends, developments and related management issues;
2. Grasp the impact of e-business on the environment in which it operates;
3. Understand how organisations create value from e-business; and
4. Understand e-business managerial and strategic issues.
5. Enhance business reporting skills and group work
6. Enhance critical thinking skills

Workload

This is a six credit point unit with three hours class contact per week over 12 teaching weeks. The total time commitment expected for this unit is 144 hours. In order to meet the faculty’s expectation, students should plan to spend on average nine hours in self-directed study, in addition to the three hours of class contact, each week.

Students enrolled in Coursework programs in the Faculty of Business and Economics are required to attend a minimum of 80% of the scheduled class sessions for each unit.

If you do not attend the required number of classes, your enrolment could be compromised, and you may not be eligible to join a group for the group assessment requirements if you are not present at class when the groups are assigned.
Unit relationships

Relationships

MGX9420 E-Business is an elective unit offered by the Department of Management.
Teaching and learning method

This unit will be taught as a two-hour class and a one-hour tutorial each week although the proportion of time spent on various activities will vary. Student contribution and discussion is expected and sought. The class program will include lectures and case studies, and may include guest speakers.

The lectures will introduce concepts and theories at a general level, which will then be explored in more detail in other sections of the class. The lectures will be supplemented with class discussions on current topics to explore the theory in current contexts. We expect that students will bring their own experiences into the classroom and share those experiences as appropriate with the class to advance the learning of all. Contemporary case studies in the area of e-Business will be used to illustrate and explore the detailed application of e-Business concepts.

The unit draws on a wide variety of academic disciplines and requires that broad reading be undertaken in order to become familiar with the course content. We expect students to apply their undergraduate learning, business experience, and experience as customers in developing knowledge in this class. It is therefore NOT sufficient to merely read the text and readings. You should also read BRW, The Age, The Australian and the Australian Financial Review and other business journals and trade magazines (especially the papers’ Tuesday Information Technology sections). Note that Harvard referencing is expected when quoting from newspapers or magazines.

Most classes will be built around the ‘discussion topics’ that centre on cases and projects specified. Additional readings will be available online via the library web site.

Timetable information

For information on your timetable, including tutorial allocation if required, please refer to: http://allocate.its.monash.edu.au/

Unit Schedule

Week 1: 3/3
- Unit Introduction
- Lecture topic:
  - Basics of e-Business [Chapter: 1]
- Tutorial participation:
  - Read chapter 1 and Case study 1.4 – for tutorial discussion

Week 2: 10/3
- Lecture topic:
  - Internet technology and e-Business Models [Chapter 2 and 3]
- Tutorial participation:
  - Case 2.6, 3.6
  - Projects 2 and 4 pages 2-53 and 2-54

Week 3: 17/3
Lecture topic:

♦ B2C e-business, e-tailing, consumer behaviour and e-marketing [Chapter 2 and 6]

Tutorial participation:

♦ Cases:

◇ Case 3.6
◇ EBAY’s Acquisition of Skype SA: Valuing the Voice of the Buyer Part A -


Week 4: 24/3

Lecture topic:


Tutorial participation:

♦ Case 12.4
♦ Project 3, page 12-53

Week 5: 31/3

Lecture topic:

♦ E-Management (B2E E-business)
♦ E-Administration (e-government)

Tutorial participation:

♦ Case:


- Are issues for e-business managers in the private and public sectors different or the same? Justify your answer.

7.4 – MID SEMESTER BREAK

Week 6: 14/4

Lecture Topic

♦ Supply Chain, E-Logistics and Collaborative Commerce – Chapter 12

Tutorial

♦ Discuss the role of supply chain, logistics and collaborative commerce in e-business.
As an e-business manager how will you influence top management on the importance of innovating and integrating supply chain and logistics to the organisation’s e-business?

Week 7: 21/4

- Lecture Topic
  - The e-business environment (e-tax, e-trade, ethical & social issues Chapter 8
  - E-payment and security management in the cyber-world Chapter 5
  - Tutorial
    - Case Study – Next generation broadband
    - Case Study – How do Industry analysts affect technology adoption?
    - As a manager of e-business what would your strategy be for the management of the growing risks associated with technology based transactions and company information in digital form?

Week 8: 28/4

- Lecture Topic
  - Managing E-business Innovations with the Changing Technological Landscape - Chapter 9 and 10
  - Tutorial
    - What will be the impact on a firm for not managing the innovation trends and associated changes on employees, product, competition, profits and share holders?
    - What is meant by “globalisation”? Does globalisation really matter to Australian firms?

Week 9: 5/5

- Lecture Topic
  - Managing e-business for continuous improvement
  - Managing e-business outsourced services
  - Tutorial
    - Discuss the advantages and disadvantages of outsourcing e-business development and continuous improvements.

Week 10: 12/5

In class test (Examination) – 50% of total marks

Week 11: 19/5

- Lecture Topic
  - Creating and managing value from e-business
  - Tutorial
    - Discuss the particular features of business such as Ebay, Youtube, Hotmail, Fast Flowers and Facebook that made their founders became billionaires.
Week 12: 26/5

- Lecture Topic
  ♦ E-Business Strategy and Leadership
- Tutorial
  ♦ Develop an e-business strategy for a large organisation. Discuss what should be included in an e-business strategy.

Week 13: 2/6

Conclusion and revision

**NOTE:** Students should note that the lecture and discussion programs outlined above are a guide to the material to be covered in this unit and not a definitive statement of when that material will be covered. This is correct at the time of its development. Specific details relating to the timing will be discussed in lectures.

Cases: Note cases identified above can change.

Discussion topics outlined in the Lecture and Discussion Program above will form the Tutorial (Group Participation) assessment component. Students (in groups) will **lead** the discussion topic for the week and earn an assessment of 15% of the total marks.
Unit Resources

Prescribed text(s) and readings


Recommended text(s) and readings


Library resources

The Monash University Library provides a range of services and resources that enable you to save time and be more efficient in your learning and research at URL: [http://www.lib.monash.edu.au](http://www.lib.monash.edu.au) or via the Library tab in the my.monash portal.

Blackboard (MUSO)

- All unit and lecture materials, plus other information of importance to students, are available through the MUSO (Monash University Studies Online) site. You can access MUSO via the My.Monash Portal: [http://my.monash.edu.au](http://my.monash.edu.au)

Under “Online Systems” click the MUSO hyperlink

In order for your MUSO unit(s) to function correctly, your computer needs to be set up and certain programs may need to be installed such as a compatible Java version (eg version 1.5.0). This can easily be done by going to [http://www.monash.edu.au/muso/support/students/browserset.html](http://www.monash.edu.au/muso/support/students/browserset.html) to update the relevant software.

You can contact MUSO Support by:

**Email:** muso.support@calt.monash.edu.au
**Phone:** (+61 3) 9903-1268

Operational hours (Monday – Thursday) – local time
MGX9420 E-business - Semester 1, 2011

Operational hours (Monday - Thursday) – local time

Australia: 8 am to 10 pm (8 pm Non Teaching period)
Malaysia: 6 am to 8 pm (6 pm Non Teaching period)
South Africa: 11 pm to 1 am (11 am Non Teaching period)

Operational hours (Friday) – local time

Australia: 8 am to 8 pm
Malaysia: 6 am to 6 pm
South Africa: 11 pm to 11 am

Operational hours (Saturday-Sunday) – local time (Teaching and Exam Period Only)

Australia: 1 pm to 5 pm
Malaysia: 11 am to 3 pm
South Africa: 4 am to 8 am

Further information can be obtained from the following site
Assessment

Assessment Summary

Within semester assessment: 50% Examination (2 hours): 50%

Faculty assessment policy

For information regarding assessment policy, please refer to the appendix at the end of this Unit Guide.

Hurdle requirements

There is a hurdle requirement in this unit.

The learning outcomes in this unit require students to demonstrate in the individual summative assessment task a comprehensive understanding of the topics covered in the unit. This is demonstrated by the requirement that the student must attain a mark of at least 40% in the final summative assessment task.

A student’s final mark is normally the sum of the marks obtained in all of the individual assessment items in the unit. Where a student fails the unit solely because of failure to satisfy the hurdle requirement a mark of 48 will be returned for the unit.

Second marking

For information regarding second marking practice, please refer to http://www.buseco.monash.edu.au/asg/agu/policies/written-assign.html#secmark

Return of final marks

The final mark that a student receives for a unit will be determined by the Board of Examiners on the recommendation of the Chief Examiner taking into account all aspects of assessment. The final mark for this unit will be released by the Board of Examiners on the date nominated in the Faculty Calendar.

Applications for extension of time

For information regarding extensions of time, please refer to http://www.buseco.monash.edu.au/asg/agu/policies/written-assign.html#extoftime

Assessment tasks

• Assessment task 1

Title:
Tutorial (Group Participation)

Learning objectives assessed:
The learning goals associated with this assessment are to:

♦ provide students with a broad appreciation of e-Business
understand technology, business and management issues for e-Business +understand how organisations create value from e-business understand e-business managerial and strategic issues understand e-business leadership and change management requirements.

Weighting:
15%

Task details:
In groups of four you will prepare the answers to the tutorial cases and discussion questions, lead the class discussion on the issues and submit your answers for assessment at the end of the class. It is expected that each group of four members will present 3 times during the semester.

Marks (Average of 3 x 10 and 5 for class participation)

Answers – 8
Presentation – 2
Class participation – 5 (all are to have prepared their own answers and participate in the discussion)

Due date:
Weekly

Submission details:
Submit your answers for assessment at the end of the class.

Return of marks:
Wherever possible, work will be returned to students within two weeks of submission.

• Assessment task 2

Title:
A Research Essay (Individual Assignment)

Learning objectives assessed:
This assessment is designed to test your achievement of all objectives:

♦ provide students with a broad appreciation of e-Business
♦ understand technology, business and management issues for e-Business +understand how organisations create value from e-business
♦ understand e-business managerial and strategic issues
♦ understand e-business leadership and change management requirements.

Weighting:
35%

Task details:
You will individually write an essay on any one topic chosen from the list below. You are required to review literature addressing the issues included, and to substantiate all your discussion with references. You are encouraged to use academic journals, electronic references, text books and business magazines.

Topics:

1. Some e-business issues are completely different for different e-business models. Discuss managerial implications and strategy development for any two models highlighting challenges for e-business strategies.
2. Technology knowledge is an essential requirement for e-business managers. Discuss your arguments in favour or against the statement with explanations.
3. To operate and succeed in an environment where all trading is digital (e-tax, e-government, e-trade, e-society) and fast evolving, discuss the important
Considerations for e-business planning and management?

4. E-business is an opportunity not only for the large organisations but for individuals and small businesses as well. Discuss the entrepreneurial opportunities and managerial issues for start-up companies.

5. “If I was an e-business manager, I would outsource all e-business activities (development, security, transactions, upgrade, etc)”. Discuss the advantages and disadvantages of such a decision.


7. Application of social technologies (Web 2.0) is the next e-business revolution. Discuss how you as an e-business manager would capitalise on social technologies to improve organisational dynamic capabilities and manage the challenges of security, negative publicity and other unknowns associated with this new development.

Decide on a topic and notify your tutorial leader by April 24, 2010. This is to ensure that the whole class is not doing the assignment on the same topic. You are expected to research widely for this report and present your discussion in a written report. You are encouraged to refer to academic journal publications (refereed) and texts. You should provide an introduction to the topic chosen, a review of literature on the issues relevant to the topic, a discussion followed by a conclusion. A well argued analysis of the topic based on the research material you have used must be presented in 3,500 to 4,000 words.

1. Students can include relevant graphs, tables and other exhibits as appendices. They must be clearly labelled, and will not be included in the word count. Your reasons for including these exhibits must be made clear in the main body of the assignment.

Work submitted for this assessment must follow the Faculty Style as outlined in the Faculty Q Manual. Copies of this Manual can be obtained at the bookshop or on line at: http://www.buseco.monash.edu.au/publications/qmanual/

Word limit: 3,500 to 4,000 words

Due date: 25th May, 2011 (week 12)

Submission details: Electronic lodgement only. Please submit your assignments through MUSO/Blackboard.

Return of marks: Wherever possible, work will be returned to students within two weeks of submission.

Penalties for late lodgement: 10 per cent of the total mark allocated for any assessment task will be deducted for each day or part thereof that the assessment is handed in late. A weekend is two days and will be treated as such when penalties are calculated. Assignments that are 10 days late will not be marked. All extensions of time are required to be supported by a Special Consideration application – refer to section on Special Consideration.

Assessment coversheet: Work submitted for assessment must be accompanied by a completed copy of the Assessment Cover Sheet (http://www.buseco.monash.edu.au/student/forms/index.html) which has been signed by the student. For group assignments, each member of the group must complete, sign and attach to the assignment a separate copy of the Assessment Cover Sheet.

Assignments which are lodged electronically must be sent from yourname@student.monash.edu email address and must include an electronic copy of
the Assessment Cover Sheet. Electronic lodgement from any other email addresses will not be accepted.

**Additional information:**

Some general points on assignment presentation are as follows:

- Assignments must be word processed, double spaced and printed in 12 point font.
- Please print your assignments on one side of the page only, and leave a margin on both sides of text.
- Reports should be stapled in the top left hand corner. Please do not submit assignments in folders with plastic envelopes for each page. Plastic folders often make it difficult to write comments.
- It is important to give attention to spelling, grammar and punctuation in order to avoid ambiguity and confusion.
- When citing references, use the Harvard System of referencing. References are placed in the text, giving the author’s surname, year of publication and page number if you have taken a quotation directly from the reference. At the end of the paper more details of each reference are to be provided in the bibliography.
- Footnotes have two principle functions under the Harvard System: making comments that amplify or qualify textual discussion, and for cross-referencing. Footnotes should be used when the discussion would interrupt the flow of discussion in the text, and should be kept to a minimum.

**Examinations**

- **Examination 1**

  **Weighting:**
  50%
  
  **Duration:**
  2 hours
  
  **Type (open/closed book):**
  Closed book
  
  **Materials examinable:**
  The in-class exam may comprise of a combination of multiple choice questions, short answer questions or both. You will have 2 hours in class to complete the test. The results will be posted on MUSO as soon after the in-class exam as possible.
  
  **Remarks:**
  The in-class exam has been scheduled during class time in Week 10.

**Special consideration**

For information regarding special consideration, please refer to the appendix at the end of this Unit Guide.
<table>
<thead>
<tr>
<th><strong>Assessment criteria - grading descriptors table</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Distinction (80%+)</strong></td>
</tr>
<tr>
<td><strong>General description</strong></td>
</tr>
<tr>
<td><strong>Reading</strong></td>
</tr>
<tr>
<td><strong>Knowledge of topic</strong></td>
</tr>
<tr>
<td><strong>Articulation of argument</strong></td>
</tr>
<tr>
<td><strong>Analytical and evaluative skills</strong></td>
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<tr>
<td><strong>Problem solving</strong></td>
</tr>
<tr>
<td><strong>Expression and presentation appropriate to the discipline</strong></td>
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</tbody>
</table>

*Source: University of Adelaide 2005*
Appendix

Please visit the following URL: http://www.buseco.monash.edu.au/unit-guide/appendix.html for further information about:

- Continuous improvement
- Assessment policy
- Grading Scale policy
- Special consideration
- Plagiarism, cheating and collusion
- Plagiarism register
- Non-discriminatory language
- Students with disabilities
- Using the University’s computer and IT facilities
- Faculty policies
- Related links