



UNIT OUTLINE

e-Business Project

UNIT CODE & TITLE	BC740 e-Business Project
AUTHOR	John Van Beveren
SCHOOL	Business
COURSE	Bachelor of Business and Bachelor of Commerce
PREREQUISITES	Successful completion of BC730
COREQUISITES	Nil
DURATION	One teaching period
CREDIT POINTS	15

OBJECTIVES

This unit is designed to enable students to:

Knowledge

- understand the process of the implementation of an Electronic Commerce project
- be aware of software design and project management issues
- work through an organisational problem involving the implementation of Electronic Commerce
- appreciate how to manage projects involving Electronic Commerce
- appreciate the differences between the various solutions available in Electronic Commerce to achieve the same result

Skills

- identify and define a significant project in Electronic Commerce
- preparation of a project proposal
- selection of an appropriate Electronic Commerce solution
- the convergent use of technology used in the project
- design and implementation of a solution which adequately meets the requirements of the project
- publication of a end of project report in Electronic Commerce

Values/attitudes

- appreciate the complexities related to the use of convergent technologies in business
- value the role that Electronic Commerce can play in the business cycle
- appreciate the way in which Electronic Commerce can support existing systems of doing business

CONTENT

Students will focus on the practical application of Electronic Commerce in business and will undertake a semester long project. Projects will be undertaken in a business or organisational setting and will address a 'real life' managerial problem related to electronic commerce. The unit will culminate in the preparation of a project report of no more than 7,500 words if undertaken by an individual or no more than 15,000 words if undertaken by a group of two or three students. The report must focus on the application of electronic commerce in an organisational setting whilst integrating theoretical frameworks available from current literature in the appropriate area.

LEARNING TASKS AND ASSESSMENT

Learning Tasks	Learning Product	Assessment Weighting
Collecting, analysing and organising ideas and information on a research topic; use of oral presentation skills	Seminar presentation of research topic and research completed	30%
Further research and analysis writing skills	Research essay	70%

METHODOLOGY

A combination of lectures, workshops, seminars, tutorials, case studies, electronic delivery and private study may be used.

REFERENCES

- Cooper, D. & Schindler, P. (2001) *Business Research Methods* 7th ed. McGraw-Hill
- Lesikar, R. & Flaty, M. (2001) *Basic Business Communication* McGraw-Hill
- Marchewka, J. (2003) *Information Technology Project Management* John Wiley
- Page, C. & Meyer, D. (2000) *Applied Research Design for Business and Management* McGraw Hill