



UNIT OUTLINE

UNIT CODE AND TITLE	BC930 Electronic Commerce and Business
AUTHORS	G. Anderson, R. Davey, M. Coates
SCHOOL	Business
COURSE	Master of Business Administration (MBA)
PREREQUISITE (S)	Nil
COREQUISITE (S)	Nil
DURATION	One Semester
CREDIT POINTS	15

OBJECTIVES

This unit will introduce the concepts of Electronic Commerce and its history and development, allowing students to study the issues surrounding the introduction of technology and the impact it has had on the way in which business is done. Content includes the history of Electronic Commerce, social implications, customers and consumer transactions, globalisation of business and the business cycle and technology.

On completion of this unit students will be:

Knowledge

- Aware of the major barriers to the uptake of technology in business
- Familiar with the theory and practice related to Electronic Commerce
- Understand the history and development of Electronic Commerce
- Know the types of technology available to business
- Aware of ethics and social implications surrounding Electronic Commerce
- Current status of the different elements of Electronic Commerce

Skills

- Able to effectively communicate principles of Electronic Commerce
- Able to identify strategic areas which would be applicable for the introduction of technology to enhance business
- Apply principles of Electronic Commerce in a business environment

Values / attitudes

- Understand the importance of technology in the globalisation of trade and commerce
- Appreciate the social and ethical implications of Electronic Commerce
- Value the importance of technology in the business cycle
- Appreciate the potential for change in business paradigms that Electronic Commerce will impart

CONTENT

Content of the unit will comprise:

- History of Electronic Commerce
- Social issues of Electronic Commerce
- Customers, consumers, and customisation in the Electronic age
- Globalisation of business
- Applications for Electronic Commerce
- Electronic Commerce in SMEs and LEs
- The business cycle and technology
- Security, internet, infrastructure and technology issues
- Types of Electronic Commerce
- Electronic Commerce Industry Framework
- Benefits of Electronic Commerce

LEARNING TASKS AND ASSESSMENT

LEARNING TASK	ASSESSMENT (GRADING)	WEIGHTING (%)
Investigate Electronic Commerce issues	Presentation	50%
Essay/report	Written assignment	50%

METHODOLOGY

This unit may involve lectures, interactive tutorials, on-line learning and participation and a significant amount of self-directed learning,

REFERENCES

Kalakota, R., Whinston, A.B. *Electronic Commerce: A Manager's Guide*. Berkeley: Addison-Wesley Publishing Company

Kosiur, D.R. (1998) *Understanding Electronic Commerce*. Seattle: Microsoft Press.

Hauben, M., Hauben, R. (1997) *Netizens: on the history and impact of usenet and the Internet*. Los Alamitos: IEEE Computer Society Press

Madey, G.R., Raghunathan, M. (1995) *Electronic Commerce: The emerging order for international business*. Manhattan: Kansas.

Romm, C.T., Sudweeks, F. (1998) *Doing Business Electronically: A Global Perspective of Electronic Commerce*. Heidelberg: Springer Verlag

Sterne, J., (1997) *What makes people click: advertising on the Web* Indianapolis: Que

Other textbook(s) and references for the unit will be provided to students in the unit description distributed within two weeks of the beginning of the semester.