

University of Ballarat

UNIT OUTLINE

UNIT CODE AND TITLE	BC932 Convergent Technologies of Electronic Commerce
AUTHORS	G. Anderson, R. Davey, M. Coates
SCHOOL	School of Business
COURSE	Master of Business Administration
PREREQUISITE (S)	BC930 Electronic Commerce and Business
COREQUISITE (S)	Nil
DURATION	One Semester
CREDIT POINTS	15

OBJECTIVES

The objective of this unit is to familiarise students with technology associated with the Internet and other Electronic Commerce business applications. Students will be exposed to issues such as transaction security, internet protocol and technologies, electronic payment systems and banking, Electronic Data Interchange, electronic service delivery, multimedia and digital technologies, broadband communications, and electronic document delivery.

On completion of this unit students will have an:

Knowledge

- awareness of Electronic Commerce and business applications
- understand the infrastructure and technology behind the Internet
- understand the different types of communications and network technologies available to business
- understand of Electronic Data Interchange and its application in business
- understand the convergence of technologies and the advances of those technologies
- understand the technical issues surrounding the implementation of Electronic Commerce
- understand Australian and International standards related to Electronic Commerce

Skills

- ability to effectively manage and communicate using technology

- able to selectively target strategic areas for the introduction of technology into business
- direct the use and uptake of technology within an organisation to ensure benefits
- ability to analyse electronic processes and Electronic Commerce solutions
- ability to evaluate technical solutions, their practicality, applicability
- cost / benefit analysis of projects involving Electronic Commerce

Values / attitudes

- appreciate the technical implications of solutions involving Electronic Commerce
- value the importance of the technical infrastructure, technical human resources and support implications of Electronic Commerce
- appreciate the costs involved with the implementation of Electronic Commerce
- more fully appreciate the trend in the convergence of technologies

CONTENT

Content of the unit will comprise:

- transaction security
- internet protocol and technologies
- internet commercialisation
- network security
- electronic payment systems and banking
- EDI, MIME, and VANs
- electronic service delivery
- multimedia and digital video
- broadband telecommunications
- electronic document delivery

LEARNING TASKS AND ASSESSMENT

LEARNING TASK	ASSESSMENT (GRADING)	WEIGHTING (%)
Practical assignment using electronic commerce	essay	40%
Strategic evaluation of alternative technical solutions	Written report	60%

METHODOLOGY

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

REFERENCES

Cameron, D. (1997) *Electronic commerce : the new business platform for the Internet*. Charleston: Computer Technology Research

Garfinkel, S. (1997) *Web security & commerce*. Sebastopol: O'Reilly

Johnston, R.B. (1998) *Trading systems and electronic commerce*. Emerald: Eruditions Publishing

Kalakota, R., Whinston, A.B. (1996) *Frontiers of Electronic Commerce*. Berkeley: Addison-Wesley Publishing Company

Loshin, P. (1997) *TCP/IP clearly explained*. Boston: AP Professional

Lynch, D.C. (1996) *Digital money: the new era of Internet commerce*. New York : Wiley

McKeown, P., Wason, R. (1996) *Metamorphosis: A guide to the World Wide Web and Electronic Commerce*. New York: John Wiley & Sons

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.