

University of Ballarat

UNIT OUTLINE

UNIT CODE AND TITLE	BC938 Electronic Commerce Project
AUTHORS	G. Anderson, R. Davey, M. Coates
SCHOOL	School of Business
COURSE	Master of Business Administration
PREREQUISITE (S)	BC932 Convergent Technologies of Electronic Commerce and BC 936 Changing Business Paradigms
COREQUISITE (S)	Nil
DURATION	One Semester
CREDIT POINTS	15

OBJECTIVES

This unit enables students who have undertaken a stream in Electronic Commerce to apply their knowledge in applied project in a business situation. The project, undertaken under supervision, 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 manage 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 and presentation of a project report.

LEARNING TASKS AND ASSESSMENT

LEARNING TASK	ASSESSMENT (GRADING)	WEIGHTING (%)
project report: Normally review/refine research proposal; (a 'real life' managerial problem related to electronic commerce) undertake literature review, research, write up	preparation and presentation of a project report	100%

METHODOLOGY

In the structure of this unit, the greatest amount of learning occurs as the student undertakes the implementation of the project, from inception to completion.

REFERENCES

Bloomfield, B.P. (1997) *Information technology and organizations : strategies, networks, and integration*. New York: Oxford University Press

Jankowicz, A.D. (1995) *Business research projects* (2nd ed). London: Chapman and Hall

Leedy, P.D. (1993) *Practical research : planning and design*. New York : Macmillan

Purba, S., Sawh, D., Shah, B. (1995) *How to manage a successful software project : methodologies, techniques, tools*. New York: John Wiley & Sons

Sekaran, U. (1992) *Research methods for business* (2nd ed). 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.