# ICT274 E-COMMERCE T326 BRIEF

All information in the Subject Outline is correct at the time of approval. KOI reserves the right to make changes to the Subject Outline if they become necessary. Any changes require the approval of the KOI Academic Board and will be formally advised to those students who may be affected by email and via Moodle.
Information contained within this Subject Outline applies to students enrolled in the trimester as indicated

# 1. General Information

### 1.1 Administrative Details

| Associated HE Award(s) | Duration | Level | Subject Coordinator |
|---|---|---|---|
| Bachelor of Information Technology (BIT)<br><br>Diploma in Information Technology (DIT) | 1 trimester | Level 2 | Mr Mel Razmjoo<br>mel.razmjoo@koi.edu.au<br>P: +61 (2) 9283 3583<br>L: 7-11, 11 York St.<br>Consultation: via Moodle or by appointment. |

### 1.2 Core / Elective

Elective subject for BIT
Elective subject for DIT

### 1.3 Subject Weighting

Indicated below is the weighting of this subject and the total course points.

| Subject Credit Points | Total Course Credit Points |
|---|---|
| 4 | BIT (96 Credit Points) |

### 1.4 Student Workload

Indicated below is the expected student workload per week for this subject

| No. Timetabled Hours/Week* | No. Personal Study Hours/Week** | Total Workload Hours/Week*** |
|---|---|---|
| 4 hours/week<br>(2 hour Lecture + 2 hour Tutorial) | 6 hours/week | 10 hours/week |

* Total time spent per week at lectures and tutorials
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** Combination of timetable hours and personal study.

**1.5 Mode of Delivery** Classes will be face-to-face or hybrid. Certain classes will be online (e.g., special arrangements).

**1.6 Pre-requisites** NIL

**1.7 General Study and Resource Requirements**



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- Dedicated computer laboratories are available for student use. Normally, tutorial classes are conducted in the computer laboratories.
- Students are expected to attend classes with the requisite textbook and must read specific chapters prior to each tutorial. This will allow them to actively take part in discussions. Students should have elementary skills in both word processing and electronic spreadsheet software, such as Office 365 or MS Office.
- Computers and WIFI facilities are extensively available for student use throughout KOI. Students are encouraged to make use of the campus Library for reference materials.
- Students will require access to the internet and email. Where students use their own computers, they should have internet access. KOI will provide access to required software.

*Resource requirements specific to this subject:* MS Imagine, Office 365.

### 1.8 Academic Advising

Academic advising is available to students throughout teaching periods including the exam weeks. As well as requesting help during scheduled class times, students have the following options:

- Consultation times: A list of consultation hours is provided on the homepage of Moodle where appointments can be booked.
- Subject coordinator: Subject coordinators are available for contact via email. The email address of the subject coordinator is provided at the top of this subject outline.
- Academic staff: Lecturers and Tutors provide their contact details in Moodle for the specific subject. In most cases, this will be via email. Some subjects may also provide a discussion forum where questions can be raised.
- Head of Program: The Head of Program is available to all students in the program if they need advice about their studies and KOI procedures.
- Vice President (Academic): The Vice President (Academic) will assist students to resolve complex issues (but may refer students to the relevant lecturers for detailed academic advice).

# 2 Academic Details

### 2.1 Overview of the Subject

This subject covers current E-commerce business strategies and models, and the associated, underpinning E-commerce infrastructure, software, security and payments systems. Students will consider the issues and solutions associated with the growing use of E-commerce and digital marketing by large and small organisations, consumers and society.

### 2.2 Graduate Attributes for Undergraduate Courses

Graduates of Bachelor courses from King's Own Institute (KOI) will achieve the graduate attributes expected under the Australian Qualifications Framework (2nd edition, January 2013). Graduates at this level will be able to apply a broad and coherent body of knowledge from their major area of study in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's generic graduate attributes for a bachelor's level degree are summarised below:



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| | KOI Bachelor Degree Graduate Attributes | Detailed Description |
|---|---|---|
|  | Knowledge | Current, comprehensive, and coherent and connected knowledge |
|  | Critical Thinking | Critical thinking and creative skills to analyse and synthesise information and evaluate new problems |
|  | Communication | Communication skills for effective reading, writing, listening and presenting in varied modes and contexts and for transferring knowledge and skills to a variety of audiences |
|  | Information Literacy | Information and technological skills for accessing, evaluating, managing and using information professionally |
|  | Problem Solving Skills | Skills to apply logical and creative thinking to solve problems and evaluate solutions |
|  | Ethical and Cultural Sensitivity | Appreciation of ethical principles, cultural sensitivity and social responsibility, both personally and professionally |
|  | Teamwork | Leadership and teamwork skills to collaborate, inspire colleagues and manage responsibly with positive results |
|  | Professional Skills | Professional skills to exercise judgement in planning, problem-solving and decision making |

Across the course, these skills are developed progressively at three levels:

- **Level 1 Foundation** – Students learn the basic skills, theories and techniques of the subject and apply them in basic, standalone contexts
- **Level 2 Intermediate** – Students further develop the skills, theories and techniques of the subject and apply them in more complex contexts, and begin to integrate this application with other subjects.
- **Level 3 Advanced** – Students demonstrate an ability to plan, research and apply the skills, theories and techniques of the subject in complex situations, integrating the subject content with a range of other subject disciplines within the context of the course.

### 2.3 Subject Learning Outcomes

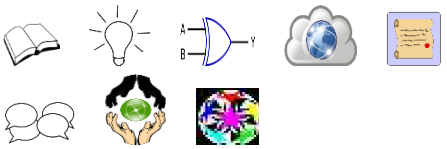
This is a Level 2 subject.

On successful completion of this subject, students should be able to:

| Subject Learning Outcomes | Contribution to Graduate Attributes |
|---|---|



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| | |
|---|---|
| a) Analyse the growing impact of e-commerce on businesses, organisations, consumers and society and the significant potential future opportunities for its use. |  |
| b) Describe the basic e-commerce infrastructure, systems and business models and their associated organisational, business, consumer and societal issues. |  |
| c) Identify the key security, legal, ethical and tax challenges of e-commerce and ways to deal with them. |  |
| d) Analyse the benefits and business needs associated with development of e-commerce projects. |  |

**2.4 Subject Content and Structure**

Below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials. Reading refers to the text unless otherwise indicated.
*Weekly Planner:*

| Week (beginning) | Topic covered in each week's lecture | Reading(s) | Expected work as listed in Moodle |
|---|---|---|---|
| Week 1<br>26 October | Introduction to E-commerce | Ch. 1 | Class discussion on the impact of E-commerce on individuals and the challenges that arise in engaging in electronic commerce on a global scale. Formative |
| Week 2<br>02 November | E-commerce business models and concepts | Ch. 2 | Complete the quiz in tutorials. Class discussion on the packet-switched networks is combined to form the Internet and Internet protocols and Internet addressing work. Grading (2%) |
| Week 3<br>09 November | E-commerce infrastructure: the internet, web, and mobile platform | Ch. 3 | Complete exercises in tutorials and class discussions on Revenue models and revenue strategy issues that companies face when selling on the Web. Grading (2%) |



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| Week (beginning) | Topic covered in each week's lecture | Reading(s) | Expected work as listed in Moodle |
|---|---|---|---|
| Week 4<br>16 November | Building an E-commerce presence: websites, mobile sites, and apps | Ch. 4 | Complete exercises in tutorials on customer relationship life cycle and Technology-enabled customer relationship management.<br>Grading (2%) |
| Week 5<br>23 November | E-commerce security and payment systems | Ch. 5 | Complete exercises in tutorials and class discussion on how businesses use the Internet to improve purchasing.<br>Grading (2%) |
| Week 6<br>30 November | E-commerce marketing and advertising concepts | Ch. 6 | Complete exercises in tutorials and class discussion on how businesses use the Internet to improve marketing and advertising. Grading (2%) |
| Week 7<br>07 December | Social, mobile, and local marketing | Ch.7 | Complete end-of-chapter exercises in tutorials on Laws that govern electronic commerce activities and the use of intellectual property by online businesses, online crime, terrorism, and warfare.<br>Grading (2%)<br>**Assignment 2: In-Class Quiz (15%)** |
| Week 8<br>14 December | Ethical, social, and political issues in e-commerce | Ch.8 | Complete exercises in tutorials on the Internet and website utility programs.<br>Grading (2%) |
| Week 9<br>04 January | Online retail and services | Ch.9 | Complete exercises in tutorials on evaluating Web-hosting services and Basic functions of electronic commerce software.<br>Grading (2%) |
| Week 10<br>11 January | Online content and media, social networks, auctions, and portals | Chs 10, 11 | Complete exercises in tutorials on E-commerce secure payment systems.<br>Grading (2%) |



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| Week (beginning) | Topic covered in each week's lecture | Reading(s) | Expected work as listed in Moodle |
|---|---|---|---|
| Week 11<br>18 January | B2B E-commerce: supply chain management and collaborative commerce | Ch.12 | Complete exercises in tutorials on B2B exercises on chain management.<br>Grading (2%)<br><br>**Assessment 3: Group report (25%). Presentation (5%)** |
| Week 12<br>25 January | Subject review + Practice Test | All Chapters | **Assessment 4: In-Class Test (35%)** |
| Week 13<br>01 February | Study review week and Final Exam Week | | |
| Week 14<br>08 February | - Final Exam Week<br>- Continuing students - enrolments for T127 open | | Please see the exam timetable for the exam date, time and location |
| Week 15<br>15 February | - Student Vacation begins<br>- New students - enrolments for T127 open | | |
| Week 16<br>22 February | • Results Released<br>• Review of Grade Day for T326 – see Sections 2.6 and 3.2 below for relevant information.<br>• Certification of Grades<br><br>NOTE: More information about the dates will be provided at a later date through Moodle/KOI email. | | |
| **T127 01 March 2027** | | | |
| Week 1<br>01 March | Week 1 of classes for T127 | | |

### 2.5 Teaching Methods/Strategies

Briefly described below are the teaching methods/strategies used in this subject:

- *Lectures* (2 hours/week) are conducted in seminar style and address the subject content, provide motivation and context and draw on the students' experience and preparatory reading.
- *Tutorials* (2 hours/week) include class discussion of case studies and research papers, practice sets and problem-solving and syndicate work on group projects. Tutorials often include group exercises and so



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contribute to the development of teamwork skills and cultural understanding. Tutorial participation is an essential component of the subject and contributes to the development of many of the graduate attributes (see section 2.2 above). Tutorial participation contributes towards the assessment in many subjects (see details in Section 3.1 for this subject). Supplementary tutorial material such as case studies, recommended readings, review questions etc. will be made available each week in Moodle.

- *Online* teaching resources include class materials, readings, model answers to assignments and exercises and discussion boards. All online materials for this subject as provided by KOI will be found in the Moodle page for this subject. Students should access Moodle regularly as material may be updated at any time during the trimester
- *Other contact* - academic staff may also contact students either via Moodle messaging, or via email to the email address provided to KOI on enrolment.

### 2.6 Student Assessment

Assessment is designed to encourage effective student learning and enable students to develop and demonstrate the skills and knowledge identified in the subject learning outcomes. Assessment tasks during the first half of the study period are usually intended to maximise the developmental function of assessment (formative assessment). These assessment tasks include weekly tutorial exercises (as indicated in the weekly planner) and low stakes graded assessment (as shown in the graded assessment table). The major assessment tasks where students demonstrate their knowledge and skills (summative assessment) generally occur later in the study period. These are the major graded assessment items shown in the graded assessment table.

Final grades are awarded by the Board of Examiners in accordance with KOI's Assessment and Assessment Appeals Policy. The definitions and guidelines for the awarding of final grades within the BIT degree are:

- HD High distinction (85-100%) an outstanding level of achievement in relation to the assessment process.
- DI Distinction (75-84%) a high level of achievement in relation to the assessment process.
- CR Credit (65-74%) a better than satisfactory level of achievement in relation to the assessment process.
- P Pass (50-64%) a satisfactory level of achievement in relation to the assessment process.
- F Fail (0-49%) an unsatisfactory level of achievement in relation to the assessment process.

Provided below is a schedule of formal assessment tasks and major examinations for the subject.

| Assessment Type | When assessed | Weighting | Learning Outcomes Assessed |
|---|---|---|---|
| Assignment 1: Weekly Tutorial | Weeks 2 - 11 | 20% | a, b, c, d |
| Assignment 2: In-Class Quiz | Week 7 | 15% | a, b |
| Assignment 3: Group Report and Presentation | Week 11 | Report: 25%<br>Presentation: 5%<br>**Total:** 30% | b, c, d |



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| | | | |
|---|---|---|---|
| Assessment 4: In-Class Test | Week 12 | 35% | a, b, c, d |

*Requirements to Pass the Subject:*

To gain a pass or better in this subject, students must gain a *minimum of 50%* of the total available subject marks.

**2.7 Prescribed and Recommended Readings**

Provided below, in formal reference format, is a list of the prescribed and recommended readings.

***Prescribed Text:***

Laudon, K.C., and Traver, C.G., 2023, *E-commerce 2023-2024: Business, Technology, and Society*, 18th Global ed., Pearson Education, Hoboken, NJ. ISBN: 9781292449661

***Recommended Readings:***

Leibovich, G., and Leibovich, H., 2020, *Catch of the Decade: How to Launch, Build and Sell a Digital Business*, John Wiley & Sons, Newark. ISBN: 9780730388494. Available from: ProQuest Ebook Central.

Hammersley, I., and Hammersley, M., 2018, *Ultimate Guide to E-commerce Growth: 7 Unexpected KPIs to Scale an E-commerce*, illustrated edn, Smartebusiness Ltd. ISBN: 9781644671320.

Traver, CG., and Laudon, KC., 2019, *E-Commerce 2019: Business, Technology, and Society*, 15th global edn, Pearson Education, Harlow, UK. ISBN: 9781292303178.

***Journal Articles:***

Bhowmik, A., and Karforma, S., 2022, Linear feedback shift register and integer theory: a state-of-art approach in security issues over e-commerce, *Electronic Commerce Research*, vol. 22, no. 4, pp. 1-21. DOI: 10.1007/s10660-021-09477-w.

Zeng, Y., Ouyang, S., Zhu, T., and Li, C., 2022, E-Commerce Network Security Based on Big Data in Cloud Computing Environment, *Mobile Information Systems*, vol. 2022, article ID 2858548. DOI: 10.1155/2022/9935244.

N'da, K., Ge, J., Ji-Fan Ren., S and Wang, J., 2023, What matters for international consumers' choice preferences for smartphones: Evidence from a cross-border ecommerce platform, *PLOS ONE*, vol. 18, no. 5, p. e0285551. DOI: 10.1371/journal.pone.0285551.

Batta, A., Kar, AK., and Satpathy, S., 2023, Cross-Platform Analysis of Seller Performance and Churn for Ecommerce Using Artificial Intelligence, *Journal of Global Information Management*, vol. 31, no. 1, pp. 1-21. DOI: 10.4018/JGIM.322439.

Blazheska, D., Ristovska, N., and Gramatnikovski, S., 2022, The impact of websites and social media marketing on the efficiency of e-commerce, *UTMS Journal of Economics*, vol. 13, no. 2, pp. 16-28. https://hdl.handle.net/10419/281908.



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Barenji, AV., Wang, WM., Li, Z., and Guerra-Zubiaga, DA., 2019, Intelligent E-commerce logistics platform using hybrid agent-based approach, *Transportation Research Part E: Logistics and Transportation Review*, vol. 126, pp. 15-31. DOI: 10.1016/j.tre.2019.04.002.

Maseeh, HI., Jebarajakirthy, C., Pentecost, R., Arli, D., Weaven, S., and Ashaduzzaman, M., 2021, Privacy concerns in e-commerce: A multilevel meta-analysis, *Psychology & Marketing*, vol. 38, no. 10, pp. 1779-1798. DOI: 10.1002/mar.21493.

***Journals:***

- *Electronic Commerce Research*
- *Harvard Business Review*
- *Journal of Electronic Research*

***Web Sites:***

2. Australian Government E-commerce Portal
   http://www.australia.gov.au/information-and-services/business-and-industry/abn-acn-businessmanagement/electronic-commerce



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