

## 615-252 Electronic Commerce

<b>Credit Points:</b>	12.500
<b>Level:</b>	Undergraduate
<b>Dates &amp; Locations:</b>	2008, This subject commences in the following study period/s: Semester 2, - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: Two 1-hour lectures per week, a combination of 5 laboratory sessions and 6 tutorials during the semester, a minimum of 10 hours of unsupervised project group work during the semester and up to 4 hours of unsupervised study per week Total Time Commitment: 120 hours
<b>Prerequisites:</b>	615-150 Organisational Processes, or equivalent.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	Students may not gain credit for both this subject and either 615-325 or 306-316.
<b>Core Participation Requirements:</b>	It is University policy to take all reasonable steps to minimise the impact of disability upon academic study and reasonable steps will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact upon their active and safe participation in a subject are encouraged to discuss this with the relevant subject coordinator and the Disability Liaison Unit.
<b>Coordinator:</b>	Dr Sherah Kurnia
<b>Subject Overview:</b>	<p>This subject provides an introduction to electronic commerce. It focuses on the managerial rather than technical aspects of electronic commerce. In the B2C section, the importance of creating an effective web presence and strategies to attract and retain customers are discussed. Some of the key issues when establishing a web presence, including the options for hosting, development and integration, are outlined. In the B2B section of the subject, topics covered include the principles and use of e-Commerce technologies such as EDI, automatic identification, standardised numbering, EFT, e-Hubs and e-Markets in managing and re-engineering supply chains.</p> <p>At the completion of this subject, students should:</p> <ul style="list-style-type: none"> <li># understand the main concepts underlying electronic commerce;</li> <li># be familiar with the different ways that electronic commerce can add business value to an organisation;</li> <li># be able to list and analyse the key decision faced by an organisation when establishing or updating a web presence;</li> <li># have an appreciation of the principles and use of key technologies applied in electronic commerce;</li> <li># understand the processes involved in doing business electronically; and</li> <li># be able to design and develop a good quality web presence for business purposes</li> </ul>
<b>Assessment:</b>	Individual written work of up to 2000 words due during the semester (20%); a group project involving practical and written work due during the semester (20%); ongoing tutorial/laboratory work during the semester (10%); a 2-hour written examination in the examination period (50%). Satisfactory completion of the examination, project work and tutorial work is necessary to pass the subject.
<b>Prescribed Texts:</b>	None
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>

<b>Notes:</b>	Commerce degree students are not permitted to enrol in this subject, except BCom/BIS students, where this subject is a core requirement.
<b>Related Course(s):</b>	Bachelor of Information Systems