

306-661 Electronic Commerce

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week (Semester 1). Total Time Commitment: Not available
Prerequisites:	306-490 Business and Information Technology.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	Dr John Williams
Subject Overview:	Electronic commerce is changing existing industry structure and business relationships. This subject will provide an in-depth examination of inter-organisational business activities and information exchange. Models for basic transactions and richer forms of business collaboration will be created and evaluated. E-commerce business models will then be critically appraised for their success factors and value proposition. Information and communications technology (ICT) will be discussed, especially in its role of enabling infrastructure for e-commerce and security concerns. Case studies will provide the basis for a critical examination of how e-commerce can provide business benefits and enable new business opportunities.
Objectives:	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # Describe how information and communications technology may be used in commercial relationships between businesses, their customers and/or other stakeholders; # Develop processes that use electronic information exchange between businesses and/or their customers; # Describe and discuss the limitations of electronic communication for commercial purposes and measures that may be used to overcome these limitations; # Identify and model the core aspects of an e-commerce relationship between businesses, their customers and other stakeholders; # Design and critically evaluate aspects of an e-commerce relationship; and # Explain contemporary practices and describe possible future trends in e-commerce.
Assessment:	One 2-hour end-of-semester examination (50%), two assignments of not more than 2500 words (20%), a seminar presentation (10%) and a group assignment (20%).
Prescribed Texts:	To be advised
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees

Generic Skills:	On successful completion of this subject, students should have improved the following generic skills: <ul style="list-style-type: none"># Accessing and analysing contemporary information from on-line resources;# Contributing constructively to seminar and/or electronic discussions that facilitate learning; and# Communicating orally and in writing about aspects of electronic communication for commercial relationships.
Related Course(s):	Master of Accounting Master of Accounting Master of Applied Commerce (Business Analysis and Systems) Master of Applied Commerce (Business Analysis and Systems) Master of Business and Information Technology Master of Business and Information Technology