

# ISYS90034 B2B Electronic Commerce

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| <b>Credit Points:</b>                    | 12.5  |
| <b>Level:</b>                            | 9 (Graduate/Postgraduate)   |
| <b>Dates &amp; Locations:</b>            | 2016, Parkville<br>This subject commences in the following study period/s:<br>Semester 2, Parkville - Taught on campus.   |
| <b>Time Commitment:</b>                  | Contact Hours: 36 hours, comprising of one 2 hour lecture and one 1 hour workshop per week<br>Total Time Commitment: 200 hours  |
| <b>Prerequisites:</b>                    | Students who are enrolled in the two year 200 point Master of Information Systems must have completed 50 points of study to enrol in this subject.  |
| <b>Corequisites:</b>                     | None  |
| <b>Recommended Background Knowledge:</b> | None  |
| <b>Non Allowed Subjects:</b>             | None  |
| <b>Core Participation Requirements:</b>  | <p>&lt;p&gt;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.&lt;/p&gt;         &lt;p&gt;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: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>   |
| <b>Coordinator:</b>                      | Dr Sherah Kurnia  |
| <b>Contact:</b>                          | Dr Sherah Kurnia<br>Email: <a href="mailto:sherahk@unimelb.edu.au">sherahk@unimelb.edu.au</a> ( <a href="mailto:sherahk@unimelb.edu.au">mailto:sherahk@unimelb.edu.au</a> )   |
| <b>Subject Overview:</b>                 | <p><b>Aims</b></p> <p>The subject introduces students to the concepts and applications of Business-to-Business Electronic Commerce (B2B EC), which involves the use of digital technologies to streamline the sourcing, acquisition, delivery and remittance of materials and services between companies. Students will understand the implications of B2B EC technologies on supply chain processes and the organisational issues related to the adoption of B2B EC technologies.</p> <p>This subject is an elective subject in the Master of Information Systems and Master of Science (Information Systems).</p> <p><b>Indicative Content</b></p> <ul style="list-style-type: none"> <li>1 B2B EC in Context             <ul style="list-style-type: none"> <li># information exchanges and key business processes involved in the exchange of goods and services between trading partners;</li> <li># B2B EC technologies and initiatives: the Internet, Collaborative Planning Forecasting and Replenishment (CPFR); standardization of product and shipment numbering including automatic identification; Electronic Data Interchange (EDI); Electronic Funds Transfer (EFT); Vendor Managed Inventory (VMI); Evaluated Receipts Settlement (ERS); cross docking and other distribution techniques.</li> <li># B2B EC business values</li> <li># Competitive advantage</li> </ul> </li> <li>2 B2B E-Market</li> </ul> |

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|                                      | <ul style="list-style-type: none"> <li># B2B Electronic Market concept and framework</li> <li># Electronic market hypothesis</li> <li># B2B Electronic Market case studies and analysis</li> <li>3 B2B EC-enabled Supply Chain</li> <li># Supply chain management concepts and issues</li> <li># Inventory and replenishment concepts and initiatives including Just-In-Time (JIT) and Efficient Consumer Response (ECR)</li> <li># Supply chain B2B technologies</li> <li># Supply chain reengineering</li> <li>4 B2B EC Adoption</li> <li># Organisational issues with B2B EC adoption</li> <li># Requirements for B2B EC adoption</li> <li># B2B EC adoption frameworks</li> </ul>  |
| <b>Learning Outcomes:</b>            | <p><b>Intended Learning Outcomes (ILOs)</b></p> <p>On completion of this subject the student is expected to:</p> <ol style="list-style-type: none"> <li>1 Be familiar with the technologies of B2B EC</li> <li>2 Understand the main concepts underlying the transformation of B2B processes using EC technologies</li> <li>3 Develop an appreciation of the implications of new technologies in the restructuring of supply and demand chains.</li> </ol>   |
| <b>Assessment:</b>                   | <p>Assignment 1: One group based project (20%) with 4 group members, consisting of one assignment of approximately 1000 words and a 10 minute presentation of approximately 10 minutes duration due mid semester, requiring approximately 25-30 hours of work per student. Intended Learning Outcomes (ILOs) 2 and 3 are addressed in the group based project. This assignment is a hurdle and must be passed to pass the subject. Assignment 2: One individual research paper (30%) of approximately 2500 words due at the end of the semester, requiring approximately 40-45 hours of work per student. ILOS 1 to 3 are addressed in the research paper. This assignment is a hurdle and must be passed to pass the subject. One written 2 hour closed book end of semester examination (50%). ILOs 2 and 3 are addressed in the examination. The examination is a hurdle and must be passed to pass the subject. Hurdle Requirement: To pass the subject, students must obtain: at least 50% (25/50) in both assignments at least 50% (25/50) in the examination.</p> |
| <b>Prescribed Texts:</b>             | To be advised  |
| <b>Recommended Texts:</b>            | To be advised  |
| <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>Generic Skills:</b>               | <p>On completion of this subject, students should have developed the following generic skills:</p> <ol style="list-style-type: none"> <li>1 Develop analytical skills through examination of case studies</li> <li>2 Improve research and academic writing skills</li> <li>3 Enhance collaborative skills through group work and discussion</li> </ol>   |
| <b>Links to further information:</b> | <a href="http://www.cis.unimelb.edu.au">http://www.cis.unimelb.edu.au</a>  |
| <b>Notes:</b>                        | <p><b>Learning and Teaching Methods</b></p> <p>The subject will be delivered through a combination of lectures, workshops and class discussions to explore various concepts of B2B EC and their implications on supply chain management. During workshops, students will be exposed to a supply chain simulation software to explore key aspects of supply chain management.</p> <p><b>Indicative Key Learning Resources</b></p>   |

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|  | <p>Students will have access to lecture notes, case studies, useful reading materials, academic research papers and a supply chain simulation software.</p> <p><b>Careers/Industry Links</b></p> <p>Organisations have been relying on technologies to facilitate business to business transactions and interactions with other organisations around the globe. Understanding obtained from this subject regarding the concept of B2B EC technologies and their implications on the management of supply chain will broaden students' career opportunities. Students will have opportunities to interact with guest lecturers from GS1 Australia and other organisations who are experienced with B2B EC technology implementation and management in large enterprises such as Coles and Myer. Students will also attend a 1-day Industry Standards training as part of GS1 Australia Certificate Course.</p> |
| <b>Related Course(s):</b>                          | <p>Doctor of Philosophy - Engineering<br/> Master of Information Systems<br/> Master of Information Systems<br/> Master of Information Systems<br/> Master of Philosophy - Engineering<br/> Master of Science (Information Systems)</p>   |
| <b>Related Majors/Minors/<br/>Specialisations:</b> | <p>MIS Professional Specialisation<br/> MIS Research Specialisation</p>   |