Course Outline

Title: ELECTRONIC COMMERCE 2

Code: ITECH3212

Formerly: CP788

Faculty / Portfolio: Faculty of Science

Level: Advanced

Pre-requisites: (CP787 or CP865 or ITECH3211 or ITECH7211)

Co-requisites: Nil

Exclusions: (CP788 and CP866 and ITECH7212)

Progress Units: 15

ASCED Code: 029999

Objectives:

After successfully completing this course, students should be able to:

Knowledge:

K1. describe and explain the components of information exchange technologies and systems;

K2. understand current Electronic Commerce developments through the application of critical, analytical and technical skills;

Skills:

S1. communicate the concepts and processes of Electronic Commerce clearly and effectively within business organizations;

S2. assess and formulate the strategies used by businesses, government agencies and consumers to exchange information and initiate transactions electronically;

S3. integrate risk management into strategic plans and implementation;

S4. consider the ethical, legal and regulatory environments surrounding Electronic Commerce initiatives and formulate ethically and legally sound Electronic Commerce strategies;

S5. demonstrate competence in the design and development of a commercial transaction site;

S6. develop specialist skills and competencies in e-Commerce site project planning and implementation;

Values:

V1. employ appropriate web tools in the construction of a prototype e-Commerce application.

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ITECH3212 ELECTRONIC COMMERCE 2

Content:

This course focuses students on the planning and implementation of electronic commerce applications.

Topics may include:

- Electronic Data Interchange (EDI) technology, protocols and standards.
- Management and distribution of electronic communications.
- Electronic retailing and On-line electronic payment systems.
- Designing on-line transaction systems.
- Ethical, legal and regulatory issues in Electronic Commerce.
- Enterprise Resource Planning (ERP).
- Customer Relationship Management (CRM).
- Content Management.

Assessment:

Assignments will be based on the e-Commerce topics and practical applications introduced during lectures and lab sessions. An end of semester examination will cover all aspects of the course.

Assessment Task	Assessment Type	Weighting
Develop skills in the analysis and practical application of e-Commerce topics covered	Assignment(s)	20 - 50%
Participate in lectures and lab sessions, read and summarise theoretical and practical aspects of the course	Examination(s)	50 - 80%

Adopted Reference Style:

APA

Presentation of Academic Work:

http://www.ballarat.edu.au/generalguide