# Course Outline

**Title:** ELECTRONIC COMMERCE MANAGEMENT

**Code:** ITECH7606

**Formerly:** CP853

**Faculty / Portfolio:** Faculty of Science

**Program Level:**

| | AQF Level of Program | | | | | |
|---|---|---|---|---|---|---|
| | 5 | 6 | 7 | 8 | 9 | 10 |
| **Level** | | | | | | |
| Introductory | | | | | | |
| Intermediate | | | | | | |
| Advanced | | | | | | ✔ | |

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

**Co-requisites:** (CP788 or CP866 or ITECH3212 or ITECH7212)

**Exclusions:** (CP853)

**Progress Units:** 15

**ASCED Code:** 029999

**Learning Outcomes:**

### Knowledge:

**K1.** develop a comprehensive understanding of electronic commerce in today's business environment;

**K2.** identify development of competitive aspects for electronic commerce management;

**K3.** identify the concepts of marketing and economics for electronic commerce implementations;

### Skills:

**S1.** identify and communicate issues in the implementation of electronic commerce;

**S2.** communicate the concepts and processes of electronic commerce clearly and effectively within business organisations;

**S3.** demonstrate competence in the management of electronic commerce site development;

**S4.** develop skills and competencies in electronic commerce site project planning and implementation;

### Application of knowledge and skills:

**A1.** develop project plan to create electronic commerce website;

**A2.** research and report electronic commerce implementation issues.

# Course Outline

ITECH7606 ELECTRONIC COMMERCE MANAGEMENT

## Values and Graduate Attributes:

### Values:

**V1.** value the social and ethical considerations of e-commerce  management;

## Content:

This unit will introduce students to the concepts necessary to plan and manage a large-scale electronic commerce implementation.

Topics may include:

Topics may include:

- information systems management of global electronic commerce;
- information systems planning for enterprise-wide electronic commerce;
- competitive IS strategies for electronic commerce;
- information systems project planning for electronic commerce;
- marketing and economic issues in electronic commerce for information systems managers;
- security and risk in electronic commerce for information systems managers;
- corporate web sites and intranets;
- web application options in electronic commerce;
- business process integration for the IS professional;
- enterprise resource planning and customer relationship management for IS managers;
- content management issues for electronic commerce sites.

## Assessment:

This course is delivered in the form of directed learning activities, lectures and tutorials. The tutorials provide students with an opportunity to undertake practical work that will be assessed.

| Learning Outcomes Assessed | Assessment Task | Assessment Type | Weighting |
|---|---|---|---|
| K1, K2, S1, S2, A1, A2 | Participate in lectures, read and summarise theoretical aspects of the course | Supervised examination(s) | 50 - 60% |
| K1, K2, S3, A1 | Project planning and development of electronic commerce sites | Electronic commerce planning project with presentation | 15 - 25% |
| K3, S1, S4, A2 | Read and research electronic commerce planning, development and implementation issues | Case study preparation & presentation | 25 - 30% |

## Adopted Reference Style:

APA

## Presentation of Academic Work:

# Course Outline

ITECH7606 ELECTRONIC COMMERCE MANAGEMENT

https://federation.edu.au/students/assistance-support-and-services/academic-support/general-guide-for-the-presentation-of-academic-work