

School / Faculty: Federation Business School

Course Title: EBUSINESS FUNDAMENTALS

Course ID: BUEBU1501

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080399

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	✓	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Identify the theoretical and practical concepts that inform the e-business domain
- K2.** Outline the main e-business models
- K3.** Determine how technologies work in the design and development of a commercial website
- K4.** Recognise the limitations and the opportunities and future developments of Web technologies

Skills:

- S1.** Conduct research on-line and analyse information using Search Engine Optimisation (SEO) and Search Engine Marketing (SEM)
- S2.** Examine, analyse and evaluate eBusiness issues using scholarly research as well as current business practice
- S3.** Analyse, plan, and execute an eBusiness project
- S4.** Transfer knowledge of the concepts and processes of eBusiness within business organisations to others using oral and/or written communication skills

Application of knowledge and skills:

- A1.** Use a range of web based applications with personal responsibility and autonomy

Course Outline (Higher Education)

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- A2.** Develop specialist skills and competencies by discovering and exploring existing electronic commerce sites
- A3.** Apply critical, analytical, and technical skills to a range of current eBusiness developments

Course Content:

Topics may include:

- History of the Internet and WWW
- Technologies of Web pages
- Technologies of the Internet
- Structure of the World Wide Web
- Search engines
- Network structure
- Technologies of eBusiness to support eCommerce infrastructure
- Internet Privacy and security issues
- Emerging technologies

Values and Graduate Attributes:

Values:

- V1.** Gain a better understanding of their own social identity and the significance of electronic business in their day-to-day lives
- V2.** Gain an increased appreciation of how their attitudes, beliefs and self-awareness impact on others
- V3.** Appreciate that identifying issues in a practical situation is important to the future development of technology
- V4.** Appreciate the importance of Electronic Business systems for business processes, transparency and accountability

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Course Outline (Higher Education)

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Attribute	Brief Description	Focus
Knowledge, skills and competence	Regular individual participation via discussion will reinforce the need to broaden and deepen their involvement with the course material and to relate this material to current developments in eBusiness	Medium
Critical, creative and enquiring learners	Experimenting with a variety of eBusiness technologies will allow the student to gain assurance of their knowledge and skills	Medium
Capable, flexible and work ready	Contributing to discussions and/or group work reinforces the importance of contributing to and collaborating with a diverse cohort	Low
Responsible, ethical and engaged citizens	In-class discussions reinforces the need for eBusiness to contribute to society by adhering to ethical practices regarding content and application	Low

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1,K2,K4 S1,S2,S3 A1,A2	Practical experience of eBusiness Technologies involving: Written/Multi-media/Oral/Group Report Individual Evaluation and/or Formal Peer Evaluation	Project with Report	30-40%
K1,K3 S1,S2,S4 A1,A2,A3	Apply critical and analytical skills to the evaluation of an eCommerce website	Report	30-50%
K1,K2,K3,K4 A3	Individual invigilated closed book examination	Exam	10-40%

Adopted Reference Style:

APA