

School / Faculty: Federation Business School

Course Title: ELECTRONIC COMMERCE AND BUSINESS

Course ID: BUMKT6930

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 089999

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

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

Knowledge:

- K1.** Describe the theoretical and practical concepts that inform the e-business domain
- K2.** Describe the major barriers to the uptake of technology in business
- K3.** Recall the history and development of Electronic Business and Electronic Commerce
- K4.** Recognise the limitations and the opportunities and future developments of eBusiness technologies
- K5.** Identify ethical and social implications surrounding Electronic Business

Skills:

- S1.** Conduct internet research
- S2.** Use critical, analytical and technical skills to understand current Electronic Business developments
- S3.** Draw on scholarly research, as well as current business practice, to examine, analyse and evaluate historical and contemporary issues in eBusiness

Application of knowledge and skills:

- A1.** Communicate the concepts and processes of Electronic Business clearly and effectively within business organizations

Course Outline (Higher Education)

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- A2.** Use a range of web based applications
- A3.** Research, plan and execute an eBusiness project
- A4.** Develop specialist skills and competencies by discovery and exploration of existing electronic commerce sites
- A5.** identify strategic areas which would be applicable for the introduction of technology to enhance business

Course Content:

Topics may include:

- History of Electronic Commerce
- Social issues of Electronic Commerce
- Customers, consumers, and customisation in the Electronic age
- Globalisation of business
- Applications for Electronic Commerce
- Electronic Commerce in SMEs and LEs
- The business cycle and technology
- Security, internet, infrastructure and technology issues
- Types of Electronic Commerce
- Electronic Commerce Industry Framework
- Benefits of Electronic Commerce

Values and Graduate Attributes:

By the end of this course the student should:

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 the potential for change in business paradigms that Electronic Commerce will impart

Course Outline (Higher Education)

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- 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.

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 eCommerce and business	High
Critical, creative and enquiring learners	Experimenting with a variety of eCommerce and business technologies will allow the student to gain assurance of their knowledge and skills	High
Capable, flexible and work ready	Contributing to discussions and/or group work reinforces the importance of contributing to and collaborating with a diverse cohort	High
Responsible, ethical and engaged citizens	In-class discussions reinforces the need for eCommerce and business to contribute to society by adhering to ethical practices regarding content and application	High

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K2, K3, K4, K5, S1, S2, S3, A1, A2, A3, A4	Investigate Electronic Commerce issues	Virtual or face to face presentation	40-60%
K1, K2, K3, K4, K5, S1, S2, S3, A1, A4, A5	Review and reflect on course material	Written and/or multi media report	40-60%

Adopted Reference Style:

APA