



# MGMT29006 *E-commerce Technologies*

## Term 2 - 2024

Profile information current as at 29/07/2024 03:24 pm

All details in this unit profile for MGMT29006 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

This advanced unit provides you with an examination of current and emerging technologies used in electronic commerce and consideration of those likely to play a major role in the future. Topics include (but are not limited to) Internet and e-commerce infrastructure, e-commerce presence and development life cycle, web design and implementation, mobile technology, internet and e-commerce security, electronic payment systems, blockchain and cryptocurrencies, artificial intelligence and machine learning, smart city and the internet of things, and other e-commerce technology trends. This will develop your ability to understand the technical and managerial challenges you will face as electronic commerce becomes a new locus of economics activities.

### Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 2 - 2024

- Jakarta
- Online

### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: 40%

#### 2. **Presentation**

Weighting: 20%

#### 3. **Report**

Weighting: 40%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from CL84 course team.

#### Feedback

This is a unit that requires updated content on contemporary topics like artificial intelligence.

#### Recommendation

To maintain the relevance of this unit to students, the unit will continue to incorporate contemporary topics as an important part of the delivery.

## Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Explain the technical and managerial requirements of various e-commerce activities, as well as computer-human interaction in a global context
2. Critically analyse and assess complex information to solve problems in various e-commerce contexts such as sales, payments, marketing and e-auctions
3. Appraise the different approaches to the implementation and application of e-commerce technologies
4. Interpret and successfully communicate knowledge, skills and ideas related to e-commerce to a range of internal and external stakeholders.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Written Assessment - 40%	•	•	•	
2 - Presentation - 20%	•		•	•
3 - Report - 40%		•		•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge	○	○	○	○
2 - Communication		○		○

Graduate Attributes	Learning Outcomes			
	1	2	3	4
3 - Cognitive, technical and creative skills	○	○		
4 - Research	○		○	
5 - Self-management	○			○
6 - Ethical and Professional Responsibility				
7 - Leadership				○
8 - Aboriginal and Torres Strait Islander Cultures				

## Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Written Assessment - 40%	○	○	○	○	○			
2 - Presentation - 20%	○	○	○	○			○	
3 - Report - 40%	○	○	○	○				

## Textbooks and Resources

### Textbooks

MGMT29006

#### Supplementary

**E-commerce 2021-2022: business, technology, society**

Latest Edition

Authors: Kenneth C. Laudon & Carol Guercio Traver

Pearson

ISBN: 9781292409320

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Zoom (both microphone and webcam capability)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Stephanie Macht** Unit Coordinator

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**Kumar Mahadevan** Unit Coordinator

[k.mahadevan@cqu.edu.au](mailto:k.mahadevan@cqu.edu.au)

## Schedule

### Week 1 - 08 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to E-commerce	Laudon & Traver, Ch 1	Class Discussion: E-commerce in Indonesia Homework on E-commerce in Indonesia report

### Week 2 - 15 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
E-commerce infrastructure	Laudon & Traver, Ch 2.	Case study on E-commerce infrastructure Homework on E-commerce infrastructure report

### Week 3 - 22 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Building an E-commerce presence	Laudon & Traver, Ch 3.	Case Study practice on building an E-commerce presence Homework on building an E-commerce presence

### Week 4 - 29 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
E-commerce security and payment system	Laudon & Traver, Ch 4	Case Study on E-commerce security and payment system Homework on E-commerce security and payment system

### Week 5 - 05 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
E-commerce business strategies	Laudon & Traver, Ch 5.	Workshop on E-commerce business strategies Homework on E-commerce business strategies Groups for Assessment 2 should be finalised this week.

### Vacation Week - 12 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 6 - 19 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
E-commerce marketing and advertising	Laudon & Traver, Ch 6.	Case study on E-commerce marketing and advertising Homework on E-commerce marketing and advertising

<b>Week 7 - 26 Aug 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Social, mobile and local marketing	Laudon & Traver, Ch 7	Case study on social, mobile and local marketing Homework on social, mobile and local marketing
<b>Week 8 - 02 Sep 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Ethics, law and E-commerce	Laudon & Traver, Ch 8	Case study on ethics, law and E-commerce Homework on ethics, law and E-commerce
<b>Week 9 - 09 Sep 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Online media	Laudon & Traver, Ch 9.	Case study on online media Homework on online media
<b>Week 10 - 16 Sep 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Online communities	Laudon & Traver, Ch 10.	Case study on online communities Homework on online communities Presentations for assessment 2 will take place this week.  <b>Group Presentation</b> Due: Week 10 Monday (16 Sept 2024) 8:00 pm AEST
<b>Week 11 - 23 Sep 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
E-commerce retail and services	Laudon & Traver, Ch. 12	Case study on E-commerce retail and services Homework on E-commerce retail and services
<b>Week 12 - 30 Sep 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
B2B E-commerce Unit Review	Laudon & Traver, Ch. 12.	Case study on B2B E-commerce Homework on B2B E-commerce  <b>Project Report</b> Due: Week 12 Friday (4 Oct 2024) 8:00 pm AEST
<b>Review/Exam Week - 07 Oct 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
<b>Exam Week - 14 Oct 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>

## Assessment Tasks

### 1 Weekly Report Homework

#### Assessment Type

Written Assessment

#### Task Description

This is an individual assessment.

In Weeks 2-11, students will submit their answers to the Chapter-Closing Case Study from the prior week's textbook

chapter. Each weekly report should be approximately 250 words, unless otherwise advised by your tutor. The weekly tasks must be submitted by a certain time on Monday of the week after (e.g. the Week 1 task is due on Monday or Week 2, and so on).

### **Assessment Due Date**

This assignment requires the weekly submission of short homework reports. For further details, please visit your Moodle site.

### **Return Date to Students**

The homework will be marked and feedback returned weekly; this may happen during the subsequent class.

### **Weighting**

40%

### **Assessment Criteria**

You will be assessed on your ability to demonstrate and communicate your analysis and understanding of a business situation and technical knowledge in relation to E-commerce. Marks will reflect the comprehensiveness, correctness and critical analysis presented as well as appropriate writing style, including referencing, grammar, punctuation, syntax and spelling. A marking rubric will be provided on Moodle.

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online

### **Learning Outcomes Assessed**

- Explain the technical and managerial requirements of various e-commerce activities, as well as computer-human interaction in a global context
- Critically analyse and assess complex information to solve problems in various e-commerce contexts such as sales, payments, marketing and e-auctions
- Appraise the different approaches to the implementation and application of e-commerce technologies

### **Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management

## **2 Group Presentation**

### **Assessment Type**

Presentation

### **Task Description**

This is a group assessment.

Students will work in groups of 2 to 3 students per group; groups are arranged by the Lecturer and are normally not negotiable. Each group will give one presentation on the topic outlined below; each group will also submit an executive report (Word document) covering the same content as the presentation. The presentation should be delivered using PowerPoint slides of a professional standard, with each member of the group participating equally to the development and delivery of the presentation. The presentation should be approximately 15-20 minutes per group.

The executive report should be equivalent to approximately 2,000 words. Material should be referenced appropriately, with both in-text references and a complete reference list (in APA style) at the end of the executive report and the slide deck. Since report and presentation cover the same content, it is expected that the references are the same in both.

### **Task:**

Software as a Service (SaaS) businesses are very lucrative. At present, there are around 17,000 SaaS in the world. We need to understand what it takes to be a successful SaaS company. In your group, you are required to choose one of the top SaaS companies in the world. You must get approval from your tutor before committing to your choice. Analyse your chosen SaaS company according to the following factors:

1. Business and Revenue Models
2. Value Proposition
3. Target Market (TAM, SAM, SOM)

4. Competitive Environment and Advantages
5. Management Team
6. Marketing Strategy (Mobile and Local Marketing).
7. Marketing Strategy (Digital and Online Marketing).

As you analyse the company, you must provide evidence from the company (e.g. by referencing material from the company's own website or communications, or by referencing other material about the company from websites such as Owler, Pitchbook, Crunchbase or Google) AND you must apply academic E-commerce literature and theory to the evidence from the company (i.e. you must reference academic peer-reviewed journal articles).

After you have analysed the significance of each of these factors for your chosen company, come to a conclusion about which of these factors are the most significant, and then use that information to define the best generic strategy to build a successful SaaS company.

Please note that you may be required to provide an assessment of your team members. Should this be required, your tutor will make the necessary arrangements.

### **Assessment Due Date**

Week 10 Monday (16 Sept 2024) 8:00 pm AEST

Submit your slides and executive report via Moodle by the given deadline. The presentations will normally take place in class, during week 10.

### **Return Date to Students**

Presentation feedback will be given live in class; feedback on the written assessment will be given via Feedback Studio in Moodle within 2 weeks of submission.

### **Weighting**

20%

### **Assessment Criteria**

As a Masters-level student, you are required to engage in research as per the Australia Qualifications Framework (AQF) guidelines. Two specific requirements need to be considered. Students need to demonstrate "a body of knowledge that includes the understanding of recent developments in a discipline and/or area of professional practice", and demonstrate "knowledge of research principles and methods applicable to a field of work and/or learning". Each unit in your Masters program requires you to complete reading in terms of academic texts, journals and business publications that represent the appropriate body of knowledge and recent developments referred to by the AQF. In order to demonstrate the ability to engage in appropriate research, students should read and utilise these texts and journals and publications, and as a Masters student, demonstrate an ability to research beyond this minimum standard through additional texts, journals and studies that demonstrate an ability to engage in independent research. This is an advanced level unit, and accrediting bodies are also looking for evidence of independent research, so the ability to complete this assessment without continually relying on your tutors and lecturers is an important part of the learning process for this unit.

You should ensure that you understand the specific research that is required for each assessment piece and recognise that if you merely meet this minimum requirement, you will receive the minimum grade for demonstrated research. Your attention is drawn to the University's stated position on plagiarism. **THE WORK OF OTHERS, WHICH IS INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE.** A full list of references must be submitted as part of the assessment.

A marking rubric will be provided in Moodle. Students will be assessed on:

- their ability to analyse their chosen company;
- their ability to apply e-commerce theory to their chosen company;
- their ability demonstrate appropriate levels of research and referencing;
- their ability to prepare professional presentation slides and executive report;
- and their presentation skills.

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online Group

### **Submission Instructions**

Please submit your slide deck and your executive report (Word format) via Moodle.

### **Learning Outcomes Assessed**

- Explain the technical and managerial requirements of various e-commerce activities, as well as computer-human interaction in a global context



- Appraise the different approaches to the implementation and application of e-commerce technologies
- Interpret and successfully communicate knowledge, skills and ideas related to e-commerce to a range of internal and external stakeholders.

### **Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Leadership

## **3 Project Report**

### **Assessment Type**

Report

### **Task Description**

This is an individual assignment in the form of a professional report. Please visit the CBInsights website to see their list of the 100 most promising artificial intelligence startups of 2024:

<https://www.cbinsights.com/research/report/artificial-intelligence-top-startups-2024/>

Choose one of the companies on this list – please note that you need to get approval from your tutor before committing to your choice.

Imagine you are appointed as the new Chief Marketing Officer of your chosen company. You are required to analyse the company's current E-commerce strategy and outline your analysis in a report. You must conclude the report with clear recommendations for how this strategy could be changed to boost revenue and valuation of the company. To demonstrate your analysis and support your recommendations, you must compare the company's own E-commerce strategy (by referring to, for instance, evidence from the company's own website) to relevant academic peer-reviewed literature about E-commerce and best practice examples from other companies.

In-text referencing and a reference list (in APA style) must be provided. It is expected that a minimum of 8 peer-reviewed journal articles are used for this assignment.

### **Assessment Due Date**

Week 12 Friday (4 Oct 2024) 8:00 pm AEST

Please submit your assignment as a Word document via Moodle.

### **Return Date to Students**

The grades and feedback will be returned to the students on the Certification of Grades.

### **Weighting**

40%

### **Assessment Criteria**

As a Masters-level student, you are required to engage in research as per the Australia Qualifications Framework (AQF) guidelines. Two specific requirements need to be considered. Students need to demonstrate "a body of knowledge that includes the understanding of recent developments in a discipline and/or area of professional practice", and demonstrate "knowledge of research principles and methods applicable to a field of work and/or learning". Each unit in your Masters program requires you to complete reading in terms of academic texts, journals and business publications that represent the appropriate body of knowledge and recent developments referred to by the AQF. In order to demonstrate the ability to engage in appropriate research, students should read and utilise these texts and journals and publications, and as a Masters student, demonstrate an ability to research beyond this minimum standard through additional texts, journals and studies that demonstrate an ability to engage in independent research. This is an advanced level unit, and accrediting bodies are also looking for evidence of independent research, so the ability to conduct this project without continually relying on your tutors and lecturers is an important part of the learning process for this unit.

You should ensure that you understand the specific research that is required for each assessment piece and recognise that if you merely meet this minimum requirement, you will receive the minimum grade for demonstrated research. Your attention is drawn to the University's stated position on plagiarism. **THE WORK OF OTHERS, WHICH IS INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE.** A full list of references must be submitted as part of the assessment.

A marking rubric will be provided on Moodle. Students will be assessed on:

- their ability to analyse their chosen company;
- their ability to apply e-commerce theory and best practice to their chosen company;
- their ability demonstrate appropriate levels of research and referencing;
- their ability to outline relevant and suitable recommendations; and

- their ability to prepare a professional report.

**Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

**Submission**

Online

**Learning Outcomes Assessed**

- Critically analyse and assess complex information to solve problems in various e-commerce contexts such as sales, payments, marketing and e-auctions
- Interpret and successfully communicate knowledge, skills and ideas related to e-commerce to a range of internal and external stakeholders.

**Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem