Unit Outline*

TRLO8512

Logistics Information Systems & Electronic Business

Term D11 2010
Shanghai

Assoc Prof Sharon Purchase

Business School
www.business.uwa.edu.au

* This Unit Outline should be read in conjunction with the Business School Unit Outline Supplement available on the Current Students web site
http://www.business.uwa.edu.au/students
UNIT DESCRIPTION

Introduction

Welcome to Logistics Information Systems and Electronic Business.

Electronic networks are having a huge impact on business operations with electronic media infiltrating almost all business operations. For example: supply managers using the Internet to research their suppliers; electronic funds transfer; enterprise portals for disseminating company information etc. This unit focuses on the B2B aspects of e-business with emphasis on information technology in supply chains.

We will set out to achieve an understanding of how you can apply electronic business principles within your current working environments. Hopefully, this will allow you to achieve improved efficiency and reduced cycle times within your supply chains.

Unit content

The unit covers subject matter related to electronic business with particular focus on supply chains and B2B situations. Although effort has been taken to include current issues, the electronic business environment is changing constantly and some material may be outdated within a relatively short time period. The unit does not cover the technical aspects of electronic business, but at the practical applications and issues involved in business processes that incorporate information technology.

Learning outcomes

On completion of this unit, you should be able to:

- Understand the current electronic commerce terminology, concepts, and theories.
- Formulate E-business strategies for supply chain improvements.
- Apply electronic commerce concepts to business problems.
- Apply your learning in your day-to-day management role.
Educational Principles and Graduate Attributes

In this unit, you will be encouraged and facilitated to develop the ability and desire to:

- Critically evaluate e-commerce applications within real-world situations
- Develop presentation strategies through the development of a poster
- Work effectively in teams through the completion of the team assignment and readiness assurance tests

TEACHING AND LEARNING RESPONSIBILITIES

Teaching and learning strategies

This unit has included a team assignment that focuses on companies so that you can learn the course material through the application of principles. This assignment is aimed at assisting you to critically think about the material presented and how companies are currently using e-commerce strategies in their operations.

The unit also includes readiness assurance tests that are aimed at developing team negotiation skills when considering issues in real world scenarios – such as cases. This assessment is aimed at both re-inforcing the content covered in lectures and communication skill development.

Teaching and learning evaluation

You may be asked to complete two evaluations during this unit. The Student Perception of Teaching (SPOT) and the Students’ Unit Reflective Feedback (SURF). The SPOT is optional and is an evaluation of the lecturer and the unit. The SURF is completed online and is a university wide survey and deals only with the unit. You will receive an email from the SURF office inviting you to complete the SURF when it is activated. We encourage you to complete the forms as your feedback is extremely important and can be used to make changes to the unit or lecturing style when appropriate.

Attendance

Participation in class, whether it be listening to a lecture or getting involved in other activities, is an important part of the learning process. It is therefore important that you attend classes. More formally, the University regulations state that ‘to complete a course or unit students shall attend prescribed classes, lectures, seminars and tutorials’. Students should not expect to obtain approval to miss more than two classes per unit unless there are exceptional circumstances.
CONTACT DETAILS

We strongly advise students to regularly access their student email accounts. Important information regarding the unit is often communicated by email and will not be automatically forwarded to private email addresses.

<table>
<thead>
<tr>
<th>Unit coordinator/lecturer</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Name:</strong></td>
<td>Sharon Purchase</td>
</tr>
<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:Sharon.purchase@uwa.edu.au">Sharon.purchase@uwa.edu.au</a></td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
<td>+618 6488 1812</td>
</tr>
</tbody>
</table>

**Consultation hours:**

**Lecture times:** Please check the timetable

**Lecture venue:** Room 110 in Management Building - Shanghai Maritime University

TEXTBOOK(S) & RESOURCES

**Recommended/required text(s)**

<table>
<thead>
<tr>
<th>Week #</th>
<th>Topic</th>
<th>Independent activity (e.g. readings)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session 7</strong> (Saturday afternoon Oct 16)</td>
<td>Mobile Commerce</td>
<td>Turban et al., (2009) Chapter 9</td>
</tr>
</tbody>
</table>
Session 1 – Introduction; Strategy & Measurement Issues

Introductory Session – getting to know each other

Learning Outcomes

- Develop an understanding of the driving forces of e-business
- Analyse the growth of electronic business through
- Analyse the driving forces pushing technological development within the area of electronic business
- Describe and understand the use of metrics and their difficulties in measuring
- Understand the foundations of legal and ethical issues in EC
- Describe a process for justifying EC investment, how it is done and how metrics are used.

Poster Workshop

Students are to form into their group and plan out the allocation of tasks and timelines in relation to the team assignment. Sharon will discuss the poster requirements and will go through with each group the requirements and expectations of their team assignment.

Session 2 – E-marketplaces & B2B ECommerce

Learning Outcomes

- Develop an understanding of the different types of E-marketplaces
- Analyse the economics behind the growth in Electronic Business
- Analyse the benefits and limitations of E-marketplaces
- Describe the major types of B2B models: sell side; buy side; third party etc
- Explain how reverse auctions work in B2B
- Describe B2B portals
- Describe partner relationship management

Session 3 – Information Technology & Supply Chains

Learning Outcomes

- Describe the importance of information technology in supply chains
- Outline how information technology is used in supply chains
- Describe the important IT standards used within supply chains
- Describe the use of RFID in supply chains

Readiness Assurance Test 1 to be done in this session
Session 4 – RFID and E-procurement
Learning Outcomes

- Develop an understanding on the use of RFID (Radio Frequency Indicator Device) within the supply chain
- List supply chain problems and their causes
- List solutions to supply chain problems provided by EC
- Discuss integration along the supply chain
- Develop an understanding of the driving forces for the uptake of Electronic Procurement
- Critique the Technology Acceptance Model
- Understand the benefits and limitations of private E-marketplaces
- Consider the use of Purchasing Cards

Test to be done in this session

Session 5 – e-Government; Knowledge Management & Collaboration
Learning Outcomes

- Describe G2C, G2B, G2G and IEE activities
- Describe various e-government initiatives
- Describe C2C activities

Readiness Assurance Test 2 to be done in this session
Draft Poster Presentations to be evaluated

Session 6 – Security & Payment Systems
Learning Outcomes

- Explain the basic types of e-security attacks
- Understand the trends in computer and network security attacks
- Describe payment methods in B2B e-commerce

Readiness Assurance Test 3 to be done in this session
Poster Workshop to be conducted. Teams are to evaluate their research and analysis subject to the feedback they received in the previous session. Teams are then expected to internalise feedback and adapt their poster and report accordingly.

Session 7 – Mobile Commerce
Learning Outcomes

- Define mobile commerce and its relationship to electronic commerce
- Describe the application of m-commerce within organisations
- Understand B2B and supply chain applications of m-commerce

Readiness assurance test 4 to be done in this session
Session 8 - Outsourcing & Offshoring & Future E-Business
Learning Outcomes

- Develop an understanding of the driving forces for the growth in outsourcing and offshoring
- Develop processes for evaluating outsourcing suppliers
- Analyse outsourcing from the Resource Based View of the Firm
- Future EC

Poster Workshop – final preparations for the poster and report are to be conducted.

Session 9 - Poster Presentations

Students are to present their posters during this session. Teams are expected to supply their own ‘tools’ for ensuring that their posters can be easily observed and stay upright (ie how are you going to make sure the poster does not fall down – you can not hold it up for the whole session). One team member must be beside their poster at all times to answer questions. It is expected that team members will rotate to allow everyone a chance to see and read the other posters. The posters will be graded during this session – therefore questions will be asked about the content of each poster and teams are expected to be able to answer these questions. Written reports will be submitted during this session to ensure that grading occurs at the same time period as posters are remembered (ie I can’t carry the posters back to Australia and need to grade the written report on the night after I have graded the posters while I can still remember the poster layout).

ASSESSMENT MECHANISM

The purpose of assessment

There are a number of reasons for having assessable tasks as part of an academic program. The assessable tasks are designed to encourage you to explore and understand the subject more fully. The fact that we grade your work provides you an indication of how much you have achieved. Providing feedback on your work also serves as part of the learning process.

Assessment mechanism summary

In view of the limited period of contact with the lecturer, it is essential that every student attends at least 80% of classes. It has been found that even when a student has a good reason for missing a class, their absence makes it difficult to complete all items of assessment at an adequate level.

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
<th>Due date</th>
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<tbody>
<tr>
<td>Test</td>
<td>10%</td>
<td>As per outline</td>
</tr>
<tr>
<td>Group Assignment</td>
<td>25%</td>
<td>As per outline</td>
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<tr>
<td>Readiness Assurance Tests (1-4)</td>
<td>20%</td>
<td>As per outline</td>
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<tr>
<td>Final exam</td>
<td>45%</td>
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Note 1: Results may be subject to scaling and standardisation under faculty policy and are not necessarily the sum of the component parts.

Note 2: The grade FC indicates failure to complete an identified essential assessment component and means failure of the unit.

Note 3: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning outcomes as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the unit.

Assessment components

Assessment Item – Test (10%)
The test is to ensure that students understand the initial topics and prepare for the beginning of the class. The test consists of short answer and multiple choice questions. It will include material from topics covered in session 1, 2, & 3 as per this unit outline.

Assessment Item – Group Assignment (25%)
The goal of this assessment is for students to analyse an aspect of e-commerce. Students have been allocated into 8 groups and each group has been given an assignment to complete (see pages 11-13 in this unit outline).

In session 5 (Thursday night) student teams will present a draft poster that addresses their preliminary research and analysis up to that date. The poster is to be A1 (594 x 841 mm) in size with minimum font of 28 pt text. Students are expected to use their creativity to produce posters that attract the attention and communicate their message to the viewer. This presentation will be used to open your current thinking on the project to Sharon and the other students for comment and guidance. The draft poster will count 5% towards the assessment of the team assignment.

In session 9 (17 Oct, Sunday afternoon) teams will present their final poster with an attached report. The poster is to be A1 in size with a minimum font of 28pt text. The poster needs to communicate the main points of your research and analysis, should be creatively designed and of a high standard. Teams are also expected to submit a report at the same time (Session 9 – Oct 17). The report will be between 5-10 pages long, double spacing, 12 pt text. The report will discuss the outcomes of the team assignment in relation to the content of the assignment question. 
Draft poster 5%
Final poster 10%
Report 10%
<table>
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<tr>
<th>Name</th>
<th>Gender</th>
<th>Title</th>
<th>Group</th>
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<tr>
<td>Chen Yi</td>
<td>Mrs</td>
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<td>Chen Yongzheng</td>
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<td>Cui Pin Pin</td>
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<td>Guo Cheng</td>
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<td>Han Meng</td>
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<td>Huang Nan</td>
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<td>Jin Chenjia</td>
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<td>Zhou Dongdong</td>
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Group Assignments

**Group A**
Evaluate and compare the following companies for their influence on the purchasing process; supply chain integration and supply chain operations.
- www.supplyworks.com
- www.shipserv.com
- www.quadrem.com
- www.ariba.com

You will need to analyse and compare their critical success factors, capabilities of offerings; revenue models, similarities in services offered, differences between services offered, advantages and disadvantages of each companies offering on supply chains, their use of web 2.0 technologies, strategic orientation and their future sustainability in the changing e-commerce environment.

**Group B**
Consider the following sites
- www.isteelasia.com
- www.metalworld.com
- www.lme.com
- www.newview.com

Compare their operations and services against the following criteria: competition (do they compete with each other); trading platforms, portal capabilities, support services such as logistics payments, financing etc.

What are the advantages of isteelasia.com in dealing with Asian companies for example companies based in China? Discuss the issue in regards to viability of regional exchanges in regards to future sustainability under a globalising market.

**Group C**
Evaluate the private logistics networks model of www.gtnexus.com and their customer offerings. Evaluate how e-marketplace exchanges can benefit from their services, how they facilitate the supply chain and how they help e-marketplaces. Research their operations within Asia and their strategy on working within Asian markets.

**Group D**
CPFR is a supply chain initiative. Evaluate the use of e-commerce within CPFR strategies. What is the current use of CPFR strategies and find out information on who, how and what companies are doing to implement CPFR strategies. What is the future for CPFR? It is recommended that the team being their research by investigating the following sites:
- http://www.vics.org/committees/cpfr/
- http://scm.ncsu.edu/public/cpfr/
- http://supply-chain.org/

It is expected that the team will also conduct their own research and find other sources.

**Group E**
Identify the B2E products available on these sites:
- http://www.nokia.com/
- http://www.symbolic.com/
- http://www.motorola.com
Identify the advantages of using such products and where they have been used in China. It is expected that students will use sites other than those listed to investigate the Chinese market/uses of similar products.

**Group F**
Analyze the e-government offerings for the following countries: China; Singapore; and Australia. Evaluate the comprehensiveness of their offerings in regards to the criteria outlined in your textbook. Which country does your team think offers the most comprehensive e-government benefits? What offerings can be included that are currently not offered?

**Group G**
Evaluate the products offered by [http://www.i2.com/](http://www.i2.com/) and how they facilitate collaboration. Compare their products relative to a major competitor in regards to collaboration in particular. Develop evaluation criteria for each of the product categories on offer, when comparing between i2 and their major competitor.

**Group H**
Identify the studies conducted by the Organization for Economic Cooperation and Development (OECD) on the topic of e-government (OECD have an e-government project/section). What are the organization’s major concerns? How can e-government be used to improve government and achieve public policy goals? What do they consider “world class” practices and what frameworks have they developed to analyze such practices?

**Assessment Item – Readiness Assurance Test (20%)**
There will be four assessable readiness assurance tests over the duration of the classes (each worth 5%). You will complete each test in teams and the mark allocated will be the overall team mark. The process for conducting readiness assurance tests will be explained in the third session. Each test will consist of multiple choice questions. There will be 20 minutes allowed for the individual to complete the test and another 20 minutes for the team to complete the test. The allocation of the marks is based on the team.

**Assessment Item – Final Exam (45%)**
The closed-book final exam on will be a formal two hour and ten minute examination. Questions will come from all material covered in the unit (lectures, readings, and discussion). Questions will be short answer and essay style and students are expected to thoroughly cover the material.

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