

Unit Code and Title	BIS3002 E-Commerce & E-Business Applications
Course(s)	Bachelor of Business Information Systems
Core or Elective	Core: Bachelor of Business Information Systems
Credit Points	6 credit points
Duration	1 standard study period
AQF Level	7
Student Workload	Students should expect to spend approximately 120 hours on learning activities across the study period. This includes time spent attending scheduled classes, undertaking private study, preparing assessments, and completing examinations.
Essential Requirements	N/A
Mode(s) of Delivery	On campus /Online
Pre-Requisites	BIS2006 Management Information Systems

Unit Description

This unit provides the student the key business and technology elements of electronic commerce that covers both the business and technology elements of electronic commerce. This unit demonstrates how the companies use electronic commerce to create new products and services, reduce the cost of existing business processes, and improve the efficiency and effectiveness of operations. It also describes the technologies used to conduct business online such as Internet infrastructure, protocols, and networks. The student will also study the business strategies that companies, and other organizations used to do business online including Internet marketing and online advertising. The unit also covers the technologies enabling electronic commerce and security issues and different types of payment systems for electronic commerce.

Unit Learning Outcomes (ULOs)

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

ULO-1: Summarise the key components of electronic commerce and examine the ways the companies use it to create new products and services, and optimise existing business processes.

ULO-2: Examine contemporary technology systems and communication infrastructure being used to enable e-commerce businesses and gain competitive advantage.

ULO-3: Analyse and critique business strategies being used by companies are doing business online.

ULO-4: Identify the key security, legal, taxation and ethical issues associated with e-commerce and develop responses to these in common business scenarios