

# ITECH 7606

Electronic Commerce Management  
School of Science, Information Technology and  
Engineering

University of Ballarat  
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## Team Project Assignment - E-Commerce/E-Business Global Implementation Report and Presentation

### Weighting:

25 marks (25% of final assessment)

### Due Date:

Friday of Week 11 at 16:00 (see Course Description for further dates and times).

### Submission Requirements:

Submit a single printed copy of your report (double-sided printing is suggested), enclosed in a folder and containing an assignment cover sheet bearing the signature of every team member, by 4:00pm on Friday, Week 11. Also submit a soft copy of the assignment (one per team), through Moodle.

Present to the class, as a team, the results of your research and recommendations, in laboratory/tutorial, during Week 11. Each presentation must be no more than 20 minutes long and must involve team members. Submit a soft copy of the presentation (one per team) through Moodle.

### Description of Assignment:

Student teams (4-5 students) will prepare a 5000 word report (not including title page, executive summary, table of contents, table of figures, list of tables, or references) and present the key findings and recommendations of the team's research at a class presentation. The assignment **MUST** be completed as a team. The report and presentation **MUST** be based upon the country that has been assigned to each team by their lecturer or tutor. This project will require you to analyse the country assigned within the parameters found below.

The purpose of this assignment is to for students to analyse the expansion capability of an existing Australian company, **JB Hi-Fi** (<http://www.jbhifi.com.au/>) to another country (NOT New Zealand) using e-business and/or e-commerce, and to communicate these key issues through a written report and in-class presentation. Do **NOT** prepare a generic report or presentation: your report and presentation must be focused on your assigned country or your marks will be severely reduced. The report and presentation should incorporate visual techniques (e.g. maps, graphs, tables) that enhance the report and adequately communicate the required information.

The submission document must take the form of a well-researched academic report. Your discussion is to be well-supported by references from respected sources. You should include academic journals, books, and well-respected sources of related Internet material that you find relevant (**IMPORTANT**: at least ten references and a good reference distribution are expected). **Note: Wikipedia is not considered to be a valid reference.**

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You are required to conform to the report layout described below. If your submission document does not conform to the following report structure, your marks will be severely reduced.

## Country Allocation:

The assignment is given out and countries assigned (NOT New Zealand) by the lecturer or tutor in Week 3. It is important to note that students MUST NOT make contact with any real organisation for the duration of this project. Students should choose only reliable information that is readily available: using libraries to identify relevant and useful books, journals, trade magazines, and archived print and online news media; as well as using the web to identify relevant and useful information from corporate websites, relevant industry, professional and technical websites, and online academic, government and professional reports, etc. The following websites may help your preparation:

<http://www.internetworldstats.com/>

[http://home.aisnet.org/associations/7499/files/Index\\_Markup.cfm](http://home.aisnet.org/associations/7499/files/Index_Markup.cfm)

<http://www.itmarketer.com.au/index.php>

<http://www.ibisworld.com.au/>

[http://wps.pearsoned.co.uk/ema\\_uk\\_he\\_chaffey\\_ebus\\_2](http://wps.pearsoned.co.uk/ema_uk_he_chaffey_ebus_2)

<http://www.davechaffey.com/E-business>

## Report on the use of e-Business and e-Commerce in the Organisation and Industry:

The report MUST include the following detail and sections:

- I. Title Page (course, student and assignment details, with name of organisation and report word count)
- II. Executive Summary (no more than one page in length précisising the entire report).
- III. Table of Contents (with additional Table of Figures and List of Tables, as appropriate).
- IV. Introduction.
  - An introductory paragraph, restating, in your team's own words, your understanding of the goals of the project.
- V. General Overview.
  - A description of your assigned country, including a variety of relevant statistics such as population, percentage of Internet usage within the country, Internet infrastructure, political issues that may impact the project, and the possible increase in Internet presence in the past five years. Student teams should build a profile of the country that could be used to present this country to a meeting of a board of directors.



- A description of **JB Hi-Fi** including a brief history, goals and mission, and relevant industry information.

## VI. Analysis of suitability of e-business venture.

- Conduct the analysis using the information obtained on **JB Hi-Fi**, as well as on the country you have been assigned. This analysis must be performed using Competitive Environment Analysis (Note: You are expected to research this technique as part of this assignment, and write this section up in a format in keeping with this type of analysis.)
- Provide the details of another organisation of this type that is currently operating within your assigned country and engaged in e-commerce or e-business. This comparator organisation can be either local or global. Include information about the scope of their operations in the assigned country, such as how long they have been in the country, if they are successful, problems they have encountered, etc.

## VII. Analysis of suitability of e-commerce implementation.

- Using the information obtained in research, consider as many factors as you can identify that would impact on the ability or inability of **JB Hi-Fi** to implement e-commerce within your assigned country. Factors will include items such as social, legal and ethical constraints within the country, and micro-environmental factors within **JB Hi-Fi**.
- Identify some of the barriers and constraints to e-business and e-commerce that must be considered in the match between your assigned country and **JB Hi-Fi**.
- Outline the business challenges of introducing e-business and e-commerce within the assigned country by **JB Hi-Fi**.

## VIII. e-Supply Chain Management and e-Procurement.

- Provide a brief overview of how e-supply chain management and e-procurement are most likely to work within **JB Hi-Fi**, based upon what you know from your research and from lectures.
- Include a discussion of potential e-supply chain management issues related to the implementation of e-business and e-commerce by **JB Hi-Fi** in your assigned country. Be specific and provide solutions, where possible.
- Include a discussion of e-procurement issues related to the implementation of e-business and e-commerce for **JB Hi-Fi** in your assigned country.

## IX. e-Marketing and e-Customer Relationship Management.

- Outline a plan for the marketing of **JB Hi-Fi** within your assigned country. Be sure to include a discussion of the preferred advertising medium in that country and the reach that this preferred



medium has within that country. This will require you to research the country sufficiently to discover the preferred advertising medium.

- Discuss e-CRM issues and opportunities for **JB Hi-Fi**, with regard to ecommerce and e-business within your assigned country.

## X. Localisation Issues and Change Management.

- Do you plan to use any consultants from the assigned country that you are expanding into during your implementation? If so, why and what will be their role(s)? Will they be IT experts, Organisation Development experts, or other types of consultants?
- Discuss localisation issues within the assigned country and environment that you are entering.
- Discuss the need for change management for **JB Hi-Fi** in expanding into your assigned country. Provide a plan for communication and management of the changes most likely to occur within **JB Hi-Fi**. Suggest strategies for effective management of this change.

## XI. Conclusion.

- Summarise and evaluate your analyses, the feasibility of success of an e-business or e-commerce initiative in your assigned country for **JB Hi-Fi**, your projections about the success of this project, and the potential costs and benefits to **JB Hi-Fi**. Discuss what is different about your assigned country for implementation purposes, and why you think the initiative would be a success or failure.
- Close by briefly summarising your report (key issues and recommendations).

## XII. (Optional) Appendices (only for material essential for supporting report but considered unnecessary in body of report – this material is included in word count)

## XIII. Reference List (include only those resources cited in your report - all citations and references must be in correct APA format).

Teams will be awarded for the completeness and quality of their report as outlined above and further detailed in the following marking guide. It is very important to note that teams may also be penalised for non-compliance with assignment requirements, as also described in the marking guide.

## Plagiarism

Important: Plagiarism is the presentation of the expressed thought or work of another person as though it is one's own without properly acknowledging that person.

It is important to learn from the work of others and you are encouraged to explore the library and web resources, and have discussions with other students. However, work for the assessment must be entirely the student's own.

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You must not allow other students to copy your work and must take care to safeguard against this happening. In cases of copying, normally all students involved will be penalised equally; an exception will be if you can demonstrate the work is your own and you took reasonable care to safeguard against copying.

Plagiarism is a serious offence. As set out in the University Regulations, students who are caught plagiarising will, for a first offence, be given a zero mark for that task. A second offence will result in a failing grade for the course(s) involved and any subsequent offence will be referred to the Student Discipline Committee.

## University Referencing/Citation Style Guide

The University has published style guides to help students correctly reference and cite information they use in assignments. A copy of the University's citation guides can be found on the university's web site (<http://www.ballarat.edu.au/current-students/assistance,-support-and-services/academic-support/learning-and-study/resources/general-guide-for-the-presentation-of-academic-work>). An explanation of the style required to be used in this assignment – American Psychological Association (APA) citation style can be found at [http://www.ballarat.edu.au/current-students/assistance,-support-and-services/academic-support/learning-and-study/resources/general-guide-for-the-presentation-of-academic-work?sq\\_content\\_src=%2BdXJsPWh0dHAlM0EIMkYIMkZqZWQuY2VjYy5jb20uYXUIMkZibGllbnRzJTJGdW9iJTJGZ2dwYXdfMjAxMCUyRmNoMDYucGhwJmFsbD0x](http://www.ballarat.edu.au/current-students/assistance,-support-and-services/academic-support/learning-and-study/resources/general-guide-for-the-presentation-of-academic-work?sq_content_src=%2BdXJsPWh0dHAlM0EIMkYIMkZqZWQuY2VjYy5jb20uYXUIMkZibGllbnRzJTJGdW9iJTJGZ2dwYXdfMjAxMCUyRmNoMDYucGhwJmFsbD0x). It is imperative that students' cite and reference all sources of information.

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## Team Assignment (Report & Presentation) Marking Guide

Student name: \_\_\_\_\_

Student number: \_\_\_\_\_

Marking Guide for Report:

Task for Assessment: Report	Maximum Marks	Marks Awarded
<b>Executive Summary (3 marks – possible 1 mark deduction):</b> Summary is a précis of entire report (not just an introduction)? Well written – enthruses reader to read report? <b>Summary too long (more than a page)? Deduction</b>	2 1 1	
<b>Table of Contents (2 marks – possible 1 mark deduction):</b> Table is complete and correctly identifies all headings and page numbers in report? Table of Contents created and personalised using text processor feature (e.g. on 'References' menu of Microsoft Word)? <b>Table of Contents inappropriately references the Title Page or Table of Contents heading? Deduction</b>	1 1 1	
<b>Introduction (3 marks):</b> Introduction clearly identified project goals? Introduction covers all sections of report (without referring to conclusion, key points or observations)? Well written – enthruses reader to continue reading?	1 1 1	
<b>General Overview (13 marks):</b> Overview clearly outlines all expected and relevant key aspects of the assigned country? Overview clearly outlines all expected and relevant key aspects of company? Well written – clear, complete and concise overviews?	6 6 1	
<b>Analysis of suitability for e-business (7 marks):</b> Section clearly addresses the issues/questions outlined and provided information addressed specifically to the country and company?	7	
<b>Analysis of suitability for e-commerce (7 marks):</b> Section clearly addresses the issues/questions outlined and provided information addressed specifically to the country and company?	7	
<b>e-Supply Chain &amp; e-Procurement (7 marks):</b> Section clearly addresses the issues/questions outlined and provided		

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Task for Assessment: Report	Maximum Marks	Marks Awarded
information addressed specifically to the country and company?	7	
<b>e-Marketing &amp; e-CRM (7 marks):</b> Section clearly addresses the issues/questions outlined and provided information addressed specifically to the country and company?	7	
<b>Localisation Issues &amp; Change Management (7 marks):</b> Section clearly addresses the issues/questions outlined and provided information addressed specifically to the country and company?	7	
<b>Conclusion (5 marks):</b> Conclusion draws together key points from all sections of report? Conclusion includes 'reasonable' observations on prospects for expansion of company into assigned country that draw upon relevant information? Well written – enthruses reader to accept/adopt report?	2 2 1	
<b>Report Style (9 marks – maximum 10 marks deduction):</b> Professional presentation of report (e.g. styles, fonts, structure)? Appropriate use of headings and sub-headings? Proper use of sentences and paragraphs in all sections of report? Correct spelling and grammar throughout report? Appropriate use of visual data presentation techniques (e.g. maps, tables, graphs) Report length incorrect (not within 10% of word limit)? Deduction Report style not adhered to? Maximum Deduction	1 1 2 2 3 3 7	
<b>Report Originality (0 marks – up to 10 marks deduction):</b> Quality of analysis demonstrates originality, depth of understanding and relates in detail to given company and country	10	
<b>Citations and Referencing (5 marks – possible 4 marks deduction):</b> All citations complete and correct in APA format? All references complete and correct in APA format? All figures and tables correctly captioned and included in Table of Figures and List of Tables, as appropriate? All reference material not cited in body of report? Deduction All material cited not included in reference list? Deduction	2 2 1 2 2	
<b>Sub-Total:</b>	75	
<b>Report Marks (total divided by 5 to get final mark out of 15):</b>	15	

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Task for Assessment: Presentation (Team & Individual Components)	Maximum Marks	Marks Awarded
Introduction and conclusion (purpose & objectives, concluding remarks)	Team: 1	
Evaluation and integration of existing literature	Team: 2	
Significant insight and original thought dealing with critical issues	Team: 2	
Cohesion & Quality of media (effective use of visual material, organisation/structure of material, unified appearance/consistent template)	Team: 2	
Quality of communication (audibility, pace, liveliness and clarity of presentation, confidence and fluency in use of English, appropriate use of body language, responsiveness to audience, smooth transitions)	Individual: 3	
<b>Sub-Total:</b>	10	
<b>Add Report Marks (from above):</b>	15	
<b>Total Assignment Award:</b>	25	

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