



Course information 2017–18

IS3167 Management and innovation of e-business

This course presents an up-to-date analysis of the management, innovation and information systems aspects of the use of e-business technology. It combines transaction cost economics with more than a decade's experience of e-business development to discuss e-business trends and strategies. This is a management information systems course and not a technical course. It considers the organisational, managerial, technological and theoretical aspects of e-business and how these elements can be combined to produce innovation in business models, processes and products.

Prerequisites and exclusions

None apply.

Aims and objectives

The objectives of the course are to:

- analyse the growth of e-business and critically assess relevant e-business models, using theories from business, management and the social sciences
- examine the interaction between technological trends and the business and social context of e-business
- evaluate innovations within the domain of e-business by presenting cases of the innovative use of e-business and network technologies
- compare different e-business models and strategies, including global supply chain management; electronic markets; sharing economy; dynamic pricing and digital marketing
- analyse technologically mediated organisational forms and discuss their business implications.

Learning outcomes

At the end of the course and having completed the essential reading and activities students should be able to:

- ✓ analyse the development of e-business using economics and management theories
- ✓ critically assess the reasons underlying successful e-business ventures
- ✓ investigate the role of innovation in e-business
- ✓ evaluate the key components of e-business architectures
- ✓ analyse the social, economic and institutional contexts within which e-business has prospered
- ✓ analyse and criticise the business models underlying e-business strategies and discuss the increasing importance of intermediation in the digital economy
- ✓ apply economic theories, such as transaction cost analysis, to explain the economics of e-business
- ✓ critically assess pricing policies in the digital economy
- ✓ analyse the key innovations in business models, products and processes and how e-business contributes to innovation.

Syllabus

This is a description of the material to be examined, as published in the *Regulations*. On registration, students will receive a detailed subject guide which provides a framework for covering the topics in the syllabus and directions to the essential reading

This course covers a broad spectrum of today's management opportunities and risks in virtual markets, including:

- Foundations and development of online business.
- The use of transaction cost theory and network economics to explain the economics of e-business.
- E-business models and strategies in Business-to-Business (B2B) and Business-to-Consumer (B2C).
- Supply chain, intermediation, e-procurement and e-marketing.
- Online consumer behaviour, evolution of e-business models.
- E-business environment – economic, ethical, legal and security issues.
- Pricing strategies within e-business.
- Security and privacy aspects of e-business
- New organisational forms – virtual organisations, electronic markets and electronic hierarchies.
- Innovations involving e-business technologies such as the sharing economy and C2C marketplaces.

Assessment

This course is assessed by a three-hour unseen written examination (100%)

Essential reading

For full details please refer to the reading list.

The main text is:

Chaffey, D. *E-Business and E-Commerce Management* (Financial Times Prentice Hall)
Various journal articles

Students should consult the *Programme Regulations for degrees and diplomas in Economics, Management, Finance and the Social Sciences* that are reviewed annually. The Prerequisites, Exclusions, and Syllabus are subject to confirmation in the *Regulations*. Notice is also given in the *Regulations* of any courses which are being phased out and students are advised to check course availability.