



## Course information 2016–17

### 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 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.

#### Aims and objectives

The objectives of the course are to:

- explain the growth of e-business to date, both business-to-consumer and business-to-business, using relevant theories from business, management and the social sciences
- examine the interaction between technological trends and the business and social context of e-business, including the diffusion of social networks and web 2.0 developments
- identify innovations within the domain of e-business by presenting cases of the innovative use of e-business technologies
- present relevant theories from business, management and the social sciences that help to explain the development and growth of e-business
- discuss different e-business (business) models and strategies, including global supply chain management and electronic markets
- introduce the notion of new organisational forms, such as virtual organisations, electronic markets and open source production, which depend upon e-business technology.

#### Learning outcomes

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

- ✓ explain the history of e-business from the dot.com boom to the present day
- ✓ critically discuss successful and failed e-business ventures
- ✓ assess the role of innovation in e-business
- ✓ explain the key elements of e-business technology including websites, inter-organisational networks, and social networks
- ✓ describe the social and legal context within which e-business has prospered
- ✓ explain the growth of social networks and their impact on e-business
- ✓ analyse and criticise the business models underlying e-business proposals and existing e-business systems
- ✓ discuss the changing structure of business-to-business e-business and the shifting role of intermediation
- ✓ apply economic theories, such as transaction cost analysis, to explain the economics of e-business
- ✓ explain the interaction between the needs of business and the potential of e-business technology to produce new organisational structures and different ways of working (e.g. outsourcing, mobile working and teleworking)
- ✓ discuss the key innovations in business models, products and processes and how e-business contributes to innovation through, for example, open source development and open innovation.

## 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)

Additional references to:

Farhoomand, A. *Managing (E)Business*

*Transformation*. (Palgrave)

Schneider, G. *Electronic Commerce*. (Thomson).

Turban, E., J. Lee, D. King and H. M. Chung

*Electronic Commerce: A Managerial*

*Perspective* (Prentice Hall)

Various journal articles

## Assessment

This course is assessed by a three-hour unseen written examination

## Syllabus

This is a description of the material to be examined. 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:

- History and foundations of online business.
- The use of transaction cost theory to explain the economics of e-business.
- E-business models: Business-to-Business (B2B) and Business-to-Consumer (B2C) business models and strategies for e-business – global supply chain management, electronic markets.
- B2B systems, intermediation, e-procurement and IT in supply chain management.
- B2C strategies – online consumer behaviour, regional and cultural differences and e-marketing.
- E-business environment – legal, ethical and security issues. Lessons from the dot.com boom and bust.
- New organisational forms – virtual organisations, electronic markets and hierarchies.
- Social networks and web 2.0 developments.
- Innovations involving e-business technologies; the role of open innovation in product and process development.

Students should consult the appropriate *EMFSS Programme Regulations*, which are reviewed on an annual basis. The *Regulations* provide information on the availability of a course, where it can be placed on your programme's structure, and details of co-requisites and prerequisites.