



Course information 2020-21

IS3167 Management and innovation of e-business

General information

COURSE LEVEL: 6

CREDIT: 30

NOTIONAL STUDY TIME: 300 hours

Summary

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.

Conditions

None

Aims and objectives

The objectives of the course are to:

- explain the growth of e-business to date and introduce the most 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
- identify innovations within the domain of e-business by presenting cases of the innovative use of e-business and network 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 models and strategies, including global supply chain management; electronic markets; shared economy and digital marketing
- Introduce the notion of 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:

Please consult the current EMFSS Programme Regulations for further information on the availability of a course, where it can be placed on your programme's structure, and other important details.

- explain the managerial and economic development of e-business
- critically discuss the reasons for successful and failed e-business ventures
- assess the role of innovation in e-business
- explain the key components of e-business architectures
- describe 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
- explain pricing policies in the digital economy
- discuss the key innovations in business models, products and processes and how e-business contributes to innovation.

Essential reading

For full details please refer to the reading list.

Chaffey, D. *Digital business and e-commerce management*. (Harlow: Pearson Education, 2015) sixth edition [ISBN 978027378654-2]

Various journal articles

Assessment

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

Syllabus

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 behavior, 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 organizational forms – virtual organizations, electronic markets and electronic hierarchies.
- Innovations involving e-business technologies such as the shared economy and C2C marketplaces.

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