

Title	BMAN71701 e-Business
Credit Rating	15
Level	MSc
Semester	1
Course Coordinator(s)	Dr Pedro Sampaio
Methods of Delivery	
Lecture Hours	20
Seminar Hours	4
Private Study Hours	126
Total Study Hours	150
Pre-requisites	None
Co-requisites	None
Dependant Courses	None
Assessment Methods and Relative Weightings	50% Individual Coursework 50% Group Coursework
Aims	
<ul style="list-style-type: none"> • To investigate state of the art in e-Business from both a theoretical and practical standpoint • To examine a range of e-Business models focussing on how they support the various business activities • To examine the emerging e-Business/e-Commerce technologies and how they affect Business to Business and Business to Consumer applications • To explore the relationship and impact of e-Business/e-Commerce in strategy and operations 	
Learning Outcomes	
<p>Academic knowledge</p> <ul style="list-style-type: none"> • Show a systematic understanding of the ways in which ICT can influence e-Business development • Understand key issues and problems of e-Business adoption • Understand the reasons for, the possibilities, and the advantages and disadvantages of e-Business solutions in a business context. <p>Intellectual skills</p> <ul style="list-style-type: none"> • Demonstrate a conceptual grasp of a range of e-Business models • Critically evaluate how organisations apply e-Business models and infrastructure to provide innovative business solutions and services • Demonstrate a conceptual grasp of the state-of-the-art in e-Business practice <p>Subject practical skills</p> <ul style="list-style-type: none"> • Design and critically evaluate an e-Business model • Apply e-Business methods, techniques and tools to solve case studies addressing managerial issues <p>Transferable skills</p> <ul style="list-style-type: none"> • Independently gather, sift, synthesise and organise material from a variety of sources, and critically evaluate the extent to which it might contribute to current developments in the field. • Improve one's own approach to professionalism through planning, monitoring, critical evaluation and reflection. • Demonstrate an ability to collaborate with other people through group work. • Prepare a coherent and well structured written report 	

Syllabus

- E-Business background and frameworks
- E-Commerce trends and evolution
- E-Business technologies;
- SMEs and e-Business
- Business models for e-Commerce
- E-Business solutions: e-marketing; customer relationship management.
- Case studies: several examples of real-life cases will be presented for analysis and discussion by the students

Reading List

(A) Chaffey, Dave, *e-Business and e-Commerce Management: Strategy, Implementation and Practice*, Pearson Education Ltd, 5th edn, 2011,

(B) Laudon, Kenneth and Traver, Carol, *E-Commerce 2012 Global Edition, 8/E*, Pearson, 2012

(B) Turban/King, *Electronic Commerce 2012 Person, Global Edition*, Pearson, 7th Edition 2012