



## Course syllabus

Faculty Board of Business, Economics and Design  
School of Business and Economics

1FE640 E - handel, 7,5 högskolepoäng  
E - Commerce, 7.5 credits

**Main field of study**  
Business Administration

**Subject Group**  
Business Administration

**Level of classification**  
First Level

**Progression**  
G1F

**Date of Ratification**  
Approved by the Board of the School of Business and Economics 2009-12-10

Revised 2011-12-09. Revised due to translation into English

The course syllabus is valid from spring semester 2012

**Prerequisites**  
Business Administration 1-30 credits or equivalent.

### Objectives

On completion of the course, students should be able to:

- Account for how e-commerce as a phenomenon and tool can be understood and evaluated
- Account for the structure, logic, economy, and dynamic of e-commerce
- Analyse and assess different e-commerce strategies and e-commerce-related business models
- Discuss the connection between information systems and organisations' purchasing, sales and logistics processes
- Discuss marketing, customer relations and behaviour in an e-commerce context
- Describe comprehensive design and inclusion perspectives of Internet technology
- Describe comprehensive strategic concepts and relations surrounding information, information management and information products

## Content

- Internet as a trading canal and market place
- B2B/B2C: strategies, models, products and services
- The e-commerce customer: trends, behaviour, market investigations and marketing
- B2B portals: cooperative, purchasing, sales and logistics processes
- E-commerce project: development and launching of e-commerce, methods and tools for evaluation of e-commerce investments, design and implementation aspects
- Information economy: pricing, versions and rights management
- Lock - in management and standards
- Networks and positive feedback

## Type of Instruction

Teaching is in the form of lectures, seminars, case studies and group assignments. Participation in and preparation for seminars etc is obligatory. English literature may be included in the course. The course may even be carried out as a distance course.

Examinations are carried out through individual written and/or oral tests. Active participation during seminars and other lessons as well as the result of possible written reports and examination assignments form the bases for grading.

## Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

## Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

## Required Reading and Additional Study Material

Turban, E., (2010), *Electronic commerce 2010 6:e, a managerial perspective*, Upper Saddle river, Pearson education Ltd. 986 p. ISBN 0-13-610036-8

Shapiro, C., Varian, H., (1999), *Information rules, a strategic guide to the network economy*. Boston, Harvard Business School Press. 349 p. ISBN 0-87584-963-X

## Further teaching aids

Lessons material, compendia and manuals

## Reference literature

Armstrong, G. Kotler, P.(2006). *Marketing : an Introduction International Ed. 8 ed.* Upper Saddle River, N.J.: Prentice Hall. 575 p. ISBN 0-13-186591-9 (pbk)