



## Course syllabus

School of Business and Economics  
Department of Marketing

1FE646 Business Administration II - E-commerce, 7,5  
högskolepoäng

Business Administration II - 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 2017-12-13

Revised 2019-06-20 by School of Business and Economics. Correction of the literature list.

The course syllabus is valid from autumn semester 2019

### **Prerequisites**

Business Administration I, 30 credits or at least 15 credits completed courses from Business Administration I and English B/6 or the 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 design and inclusion perspectives of Internet technology
- describe strategic concepts and relations surrounding information, information management and information products

## Content

The course contains:

- Internet as a trading channel and market place

- Business-to-business/Business-to-consumer (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. Obligatory parts are stated in the schedule.

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The examination of the course consists of individual assignments, group assignments, and an individual written exam. Group assignments include both a written paper and an oral presentation.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

## Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

## Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 1FE640, 1FE641

## Required Reading and Additional Study Material

### Required reading

Shapiro, C. & Varian, H. *Information rules, a strategic guide to the network economy*. Boston, Harvard Business School Press. Latest edition. About 350 pages.

Laudon, K & Traver, C. *Ecommerce 2017 (or later), business, technology, society*. Harlow, Pearson Education Ltd. Latest edition. About 910 pages.

### Additional study material

Kompendier och manualer