



## Course syllabus

School of Business and Economics

Department of Marketing

1FE646 Business Administration II - E-commerce, 7.5 credits  
Business Administration II - E-commerce

**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 2022-02-14 by School of Business and Economics. Revision of prerequisites, set of examination and update of standard texts.

The course syllabus is valid from autumn semester 2022

**Prerequisites**

At least 15 credits completed courses from Business Administration G1N of which, at least 7.5 credits of marketing and English 6, or the equivalent.

## Objectives

After completing this course the student 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

The teaching consists of lectures, case studies och seminars.

## Examination

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

The course is examined through a written examination (3 credits), a serie of knowledge tests and assignments (4.5 credits).

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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

## Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 1FE640 and 1FE641 with 7.5 credits.

## 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**

Compendiums and manuals.