



Course syllabus

School of Business and Economics
Department of Marketing

4FE128 E-Business Management, 15 högskolepoäng
E-Business Management, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

Second Level

Progression

A1F

Date of Ratification

Approved by School of Business and Economics 2014-11-27

The course syllabus is valid from autumn semester 2015

Prerequisites

General entry requirements for second-cycle studies and specific entry requirements: Bachelor Degree in Business Administration, with a minimum of 30 credits in Marketing, 30 credits on the second level (within the programme), and English B/6 or the equivalent.

Objectives

After completing this course the student should be able to:

- recognize the facts and concepts of online business activities, such as B2C and B2B, topics related to e-business such as supply chain management, customer relationship management, e-procurement, and e-marketing
- discuss issues, such as information security and customer privacy, and how they relate to e-business
- improve and refine business management competencies
- evaluate e-business scenarios and propose appropriate e-business investment strategies
- analyse, assess and deal with complex e-business cases

Content

This course provides the student with concepts, tools, and frameworks to manage online business activities related to e-business. This course spans the range of e-business operational, marketing and their application in various contexts. Topics covered include:

- e-marketplaces
- e-supply chain management

- e-customer relationship management
- security and customer privacy

Type of Instruction

The course consists of lectures, tutorials, seminars, self-studying combined with discussions and students' presentations. Obligatory parts are stated in the schedule.

Examination

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

The student is assessed by means of assignments, workshops and seminar paper.

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

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Required reading

Chaffey, D. *E-Business and E-Commerce Management*. Financial Times Prentice Hall. Latest edition. 768 pages.

Turban, E. & King, D. *Electronic Commerce: Managerial and Social Networks Perspective*. Pearson-Prentice Hall. Latest edition. 790 pages.

Selected scientific articles, 600 pages