



## 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 2014-11-27

Revised 2016-06-15 by School of Business and Economics. Revision of objectives, content and standard texts for course evaluation and examination.

The course syllabus is valid from autumn semester 2016

### **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:

- explain and analyze the concept e-business management
- explain the concepts of e-business activities, such as B2C and B2B
- explain related topics such as e-supply chain management and e-marketing
- analyse, assess and deal with complex e-business cases

## Content

Topics covered in the course include:

- e-marketplaces
- e-supply chain management
- e-marketing

## 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 course 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

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.

## Required Reading and Additional Study Material

### **Required reading**

Chaffey, D. *E-Business and E-Commerce Management*. Financial Times Prentice Hall. Latest edition. Approx. 770 pages.

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

Selected scientific articles, 600 pages