



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 2017-09-20 by School of Business and Economics. Wrongly translated prerequisites- now correct.

The course syllabus is valid from autumn semester 2018

Prerequisites

General entry requirements for second-cycle studies and specific entry requirements: Bachelor Degree in Business Administration, 15 credits on the second level (within the programmes: Master in Marketing, Master in Business Process Control & Supply Chain Management, or Master in Innovation through Business, Engineering and Design - specialisation business), 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
- discuss the concepts of e-business activities, such as B2C and B2B
- discuss related topics such as e-supply chain management and e-marketing
- analyze, 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 three assignments/workshops and a 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