



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 2021-09-06 by School of Business and Economics. Literature revision.

The course syllabus is valid from autumn semester 2021

Prerequisites

General entry requirements for second-cycle studies and specific entry requirements:

- Bachelor Degree in Business Administration, 15 credits at A1N/F level, completed courses 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), or the equivalent
- 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.

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. 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. Students who are close to the passing grade can complement after instructions and time-frame given by the examiner to obtain a pass 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 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: 4FE081 with 15 credits.

Required Reading and Additional Study Material

Required reading

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

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

Selected scientific articles. About 600 pages.

Reference literature

Osterwalder A., Pigneur Y., Smith A., and Etienneble, F. *The Invincible Company: How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Models*. John Wiley & Sons Incorporated. Latest edition. About 400 pages.