



## Course syllabus

School of Business and Economics

Department of Marketing

4FE128 E-Business Management, 15 credits

E-Business Management

**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 2022-03-14 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**

General entry requirements for second-cycle studies, plus specific entry requirements:

- Bachelor Degree in Business Administration,
- 15 credits Business Administration at A1N/F level,
- English 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 examined through four written assignments that are presented oral at seminar (by 7 credits, 2 credits, 4 credits and 2 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: 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.