



Course syllabus

Faculty Board of Science and Engineering

School of Computer Science, Physics and Mathematics

4IK202 E-business, 7,5 högskolepoäng

4IK202 E-business, 7.5 credits

Main field of study

Informatics

Subject Group

Informatics/Computer and Systems Sciences

Level of classification

Second Level

Progression

A1N

Date of Ratification

Approved by School of Computer Science, Physics and Mathematics 2011-08-20

The course syllabus is valid from spring semester 2012

Prerequisites

60 credits in Informatics or equivalent.

Objectives

After the course, the student:

- should understand and be able to use business models for the planning and management of an organizations e-business
- should be able to understand the e-marketplace and its characteristics
- should understand the opportunities given by the internet technologies
- should understand the characteristics of the mobile commerce.

Content

The course covers the following topics:

- Theories on e-business models and strategies
- The characteristics of the e-marketplace
- The mobile commerce
- Different internet technologies and its aspects on e-business
- Practical applications/ case studies on the field of study.

Type of Instruction

Written and/or oral tests, and/or presentation of mandatory work tasks.

For students not approved at the regular test occasion, new tests are arranged, relatively close to the regular test.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Written and/or oral tests, and/or presentation of mandatory work tasks.

For students not approved at the regular test occasion, new tests are arranged, relatively close to the regular test.

On request, students may have their credits translated to ECTS-marks. Such a request must be sent to the examiner before the grading process starts.

Course Evaluation

A course evaluation will be carried out at the end of the course in accordance with the guidelines of the University. The result of the course evaluation will be filed at the department.

Required Reading and Additional Study Material

Required reading

Internet Business Models and Strategies: Text and Cases, 2/e , Allan Afuah,
Christopher L. Tucci

E-Business and E-Commerce Management: Strategy, Implementation and Practice
(latest Edition), Dave Chaffey

Scientific journal papers