



Module Guide

MANAGING THE PRINCIPLES OF E-BUSINESS

BBS-5-MPB

BUSINESS SCHOOL

Table of contents

1.0	MODULE DETAILS	3
2.0	SHORT DESCRIPTION	4
3.0	AIMS OF THE MODULE	4
4.0	LEARNING OUTCOMES	4
4.1	Knowledge and Understanding	5
4.2	Intellectual Skills	5
4.3	Practical Skills	5
4.4	Transferable Skills	5
5.0	INTRODUCTION TO STUDYING THE MODULE	5
5.1	Overview of the main content	5
5.2	Employability	6
5.3	Teaching and Learning Pattern	6
5.4	Importance of Student Self-Managed Learning Time	7
6.0	ASSESSMENT	7
6.1	Assessment Criteria	11
6.2	Plagiarism	12
7.0	READING	15
7.1	Core Reading:	15
7.2	Background Reading	16

8.0 THE TEACHING PROGRAMME	16
8.1 Lecture Programme	17
8.2 Seminar Programme	19

1.0 MODULE DETAILS

Module Title: Managing the Principles of E-Business

Module Level: Five

Module Reference Number: BBS-5-MPB

Credit Value: 20

Student Study Hours: 200

Contact Hours: 60

Private Study Hours: 140

Pre-requisite Learning (If applicable): None

Co-requisite Modules (If applicable): N/A

Course(s): BA (Hons) Business Management Degrees

Year and Semester: Year Two - Semester One

Module Coordinator: Dr. Vijak Haddadi

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Subject Area: Business & Enterprise

Summary of Assessment Method: 100% Coursework

External Examiner: TBC

2.0 SHORT DESCRIPTION

This module provides students with an introduction to business, technological, ethical and societal issues pertaining to the emergence of the Internet as a medium for online trading of goods and services.

The module examines the growth and development of the Internet as a business tool and explores how organisations have adapted (and continue to adapt) to this recent and continually developing a digital business environment.

3.0 AIMS OF THE MODULE

This module aims to introduce students to the fundamentals and background to E-Business. Specifically, the module will:

- Explain the growth of E-Business to date, both business-to-consumer and business-to-business, using relevant theories from business, management and the social sciences
- Examine the interaction between technological trends and the business and social context of ebusiness, including the diffusion of social networks and web 2.0 developments
- Identify innovations within the domain of E-Business by presenting cases of the innovative use of E-Business technologies
- Present relevant theories from business, management and the social sciences that help to explain the development and growth of e-business
- Discuss different E-Business(business) models and strategies, including global supply chain management and electronic markets

4.0 LEARNING OUTCOMES

On completing this module, students are expected to demonstrate familiarity with:

4.1 KNOWLEDGE AND UNDERSTANDING

- A1: Demonstrate awareness of the activities required to design and implement an information and E-Business strategy, taking into account the political, legal, societal and ethical implications of information, where appropriate;
- A2: Critically evaluate how E-Business and information can create competitive advantage for an organisation in the global environment.

4.2 INTELLECTUAL SKILLS

- B1: Apply project management techniques to plan the implementation of an information and EBusiness strategy;
- B2: Conduct a risk assessment for given information and E-Business implementation.

4.3 PRACTICAL SKILLS

- C1: Evaluate different E-Business strategies and models and make appropriate recommendations for an organization.

4.4 TRANSFERABLE SKILLS

- D1: The ability to communicate in writing and orally, in a clear and effective manner – taking into account the intended purpose of the audience;
- D2: The ability to use self-managed learning time;
- D3: Ethical team working.

5.0 INTRODUCTION TO STUDYING THE MODULE

5.1 OVERVIEW OF THE MAIN CONTENT

- Information and E-Business strategy and infrastructure
- Achieving competitive advantage with information systems and e-business

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- Formulating an information and E-Business strategy
 - Information and E-Business models
 - Enterprise systems to improve decision making and knowledge management
 - Business to consumer models and customer relationship management
 - Business to business models and supply chain management systems
 - E-business and information systems project planning and management
 - Introduction to the approaches to systems development
 - Systems analysis and design techniques and building, testing and implementing
 - Project planning and management techniques
 - Change management issues that arise from E-Business and IS implementations
 - Quality, control and security issues
 - The E-Business environment and risk assessment □ The E-Business political and economic environment Societal, legal and ethical dimensions.

5.2 EMPLOYABILITY

This module contributes to a student's employability by providing them with the necessary basic understanding of E-Business theory and application which will enhance their employment potential across a wide range of roles.

Students will be skilled either to start their own E-Business, consult on existing E-Businesses or work for existing E-Business companies.

5.3 TEACHING AND LEARNING PATTERN

Teaching will be in the form of a weekly 2 hour lecture followed by a 2 hour seminar. Seminars will generally follow the lecture topics, aiming to give students further opportunity to understand, develop and practice the concepts and skills delivered in the lectures. Questioning techniques and feedback will also take place during seminar time. Seminars will focus on practical exercises, case studies and assessment that all require full student participation. Students will also be guided in the seminars towards the successful completion of their individual assignment.

A range of blended learning techniques will also be implemented using Moodle to further support teaching and learning. These will involve individual exercises and web-based exercises.

5.4 IMPORTANCE OF STUDENT SELF-MANAGED LEARNING TIME

The total study time is 200 student study hours – of this some 60 hours is taken by class contact time, lectures and seminars. Student managed learning hours should be employed to prepare for lectures and seminars by doing the required reading and through discussions with other students to ‘test’ understanding and progress.

6.0 ASSESSMENT

Formative Assessment:

Formative feedback will be given during lectures and seminars sessions using real live business cases and practical sessions. This will involve:

- In-class questioning and testing during lectures
- Evaluation of theoretical knowledge and understanding
- Seminar questions and self-evaluation at the end of each seminar
- Encouraging students to act as learning resources for one another
- Group work and presentations geared towards the successful completion of the final assessment

Summative Assessment:

This module will be 100% Coursework assessed.

The assignment will be based on a real world organisation that students will have to individually choose, and for which they will be expected to develop a digital strategy. In groups, students will also prepare a presentation on an industry sector of their choice, in which they will discuss how digital transformation and digital innovation are affecting the industry sector of their choice.

For their individual assignments, students should choose an organisation from within the industry sector that they have collectively prepared a presentation on as a group.

Groups of 5 [maximum], will be formed in the seminar of week 3 and will be asked to add their names to the google spreadsheet. Once completed a group forum will be set up on Moodle where all group communication should be stored and later assessed. Please note conversations made via email, WhatsApp or any other communications mediums cannot be assessed.

A list of possible choices of industry sectors will be circulated and posted on Moodle by week 4, so that groups can choose their industry sector of choice and start working on their presentations from week 5.

Students should pick the organisation for their individual assignments by week 6.

For the group presentations on industry sectors, the group will need to understand and analyse the how digital transformation is impacting the industry sector of their choice, including:

- The overall economic impact of digitization on the industry sector, which companies have been exemplary in making the digital shift and which companies have been disrupted,
- The impact of e-commerce and online sales on the industry sector of their choice,
- The impact of new technologies such as AI, AR/VR/XR, cloud computing, or IOT on the industry sector of their choice,
- Changing organisational cultures as part of digital transformation,
- How organisations in the industry are engaging in digital branding and digital marketing for their online brand presence,

For the individual assignment, students will pick one organisation from the industry sector that they worked on for their group presentation, and will propose a digital innovation strategy, including the following:

- Analysis of how the chosen organisation fits within the larger trends of the industry,
- Analysis of the current digital strategy of the organisation, including their digital branding and online sales,
- Recommendation for an improved or new digital strategy for the organisation,

The coursework will consist of two separate assessments as follows:

COURSEWORK 1 GROUP WORK 50%

Industry Sector Report
(Deadline, 3rd and 12th December, 2019)

A 15-20 minutes group presentation: Students will work in groups to research their industry sector of choice and will make an oral presentation during the seminars in week 11 and 12. As this is a

group presentation the same mark will be given to all participating members of the group, and all groups should be prepared to present by week 11.

Presentation slides must be uploaded to Moodle by Tuesday the 3rd December 2019 and must be the same slides used for your presentation. A schedule of presentation times and dates will be drawn up by your Seminar Tutor.

Presentation Requirements:

1. Content: (50%)
 - a. Overall economic impact of digitisation on your industry (10%)
 - b. Impact of e-commerce and online sales on your industry (10%)
 - c. Role of new technologies in your industry (10%)
 - d. Changing organisational cultures in your industry (10%)
 - e. Digital branding and digital marketing in your industry (10%)
2. Structure and organisation of material (10%)
3. Confidence, Enthusiasm, Manner etc. (10%)
4. Effective use of time (10%)
5. Originality and overall impact (20%)

Prior to the delivery of your group presentation one member of the group is required to upload the presentation slides to the module's moodle site through the Assignment Submission link by the set deadline date.

COURSEWORK 2 INDIVIDUAL CONSULTANCY REPORT 50% 2,000 words
(Deadline Friday the 11th January 2019)

An individual 2,000-word report detailing your research and recommendations made.

Report Requirements:

- a) Short company analysis [10 marks]
- b) Industry trends analysis [10 marks]
- c) Recommendations of an improved or new digital strategy [50 marks]
- d) Evidence of Research [10 marks]
- e) Overall presentation [20 marks]

A minimum average mark of 40% over the two components must be achieved to pass the module.

COURSE WORK

The written course work has to be submitted through Moodle in the following way:

□ Turnitin

It must be uploaded to the Coursework Submission Link on the Moodle site where it will be assessed and checked for plagiarism. Work not submitted by the agreed deadline WILL NOT be marked.

□ Electronically

It must be uploaded for marking on the Moodle site. If it is not loaded here IT CANNOT BE MARKED

Each student will write up his/her own answers and submit an individual Consultancy Report by Friday, 10th January 2019. The written work will be limited to 2,000 words and is worth 50% of the marks for the course work.

Notes on what we will be expecting from you for a good piece of written work.

1. Well presented, well formatted
2. A word count included at the end and to be no more than 2,000 words [±10%]
3. Referencing your work is very important. All your information has a source and this should be included in the text e.g. (Economist 12 October 2017). A full list should be listed at the end.
4. DO NOT COPY otherwise you may be deemed to have plagiarised your work and fail the module. You must use your own words from all the websites and articles etc you use.
5. You may also use quotations – for example the Chief Economist of HSBC Bill Hunter said “Accountancy students are very intelligent” (HSBC Review 2015 p 31)
6. You are strongly encouraged to use diagrams, graphs and infographics. If you can present some of your thoughts through diagrams and graphs you will gain marks – providing of course your diagrams are relevant.
7. Editing your work is most important. The quality of the final draft will be related to how much time you spend carefully reading over your work. Do a first draft and when that is completed you

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need to start going through it line by line and word-by-word to make sure it makes sense. Then make changes and this should produce a second draft. Wait for 24 hours or so and go over it carefully again marking up your errors with a pen and then enter it into your file to produce your final draft ready to submit for marking. Silly spelling mistakes and badly worded English will lose marks and create an overall impression that you haven't taken sufficient care. Get a friend to read it and make comments.

6.1 ASSESSMENT CRITERIA

Knowledge and understanding

- a. To show understanding of STEPT analysis and the link of economic, social & legal issues
- b. To examine a business and make suitable recommendations

Evidence base

- c. Use of an appropriate range of resources (books, articles, internet, statistics)
- d. Selection of relevant material from these sources.
- e. Employ this material in the answers.

Intellectual skills

- f. Demonstrates ability to describe developments in the relevant market.
- g. Ability to evaluate and analyse the factors causing these market developments.
- h. Use of independent thought in the answers.

Writing skills

- i. Ability to write clearly
- j. Use of an appropriate style of writing
- k. Accuracy of grammar and spelling
- l. Appropriate paragraphs

Presentation

- m. Complete and accurate referencing
- n. Complete and accurate bibliography
- o. Use of tables and graphs
- p. The layout of the answers.

6.2 PLAGIARISM

In recent years plagiarism has been seen by all universities in the UK, Europe, the USA and elsewhere as a growing problem, and a serious issue. London South Bank University and The School of Business take a determined approach to reduce the problem of plagiarism at all levels.

Plagiarism and its dangers

Students often get into trouble with the Academic Misconduct Authorities of the University because they either;

- a). Do not understand what plagiarism is, or
- b). They fail to see that they have committed plagiarism by not being careful in how they approach and present their academic work.

It is not difficult to avoid plagiarism, by taking a little care, and being aware of the rules and regulations of the University. The problem is made more difficult because the internet and electronic forms of information and data often make it seem that information is freely available for all of us to use; just like a railway timetable. However, all academic and other forms of information must have been written by someone, or created by some institution or company. This is what makes academic copying so dangerous. It appears to be OK and acceptable. But it is not, and can lead the student into serious disciplinary problems with the University authorities. What is Plagiarism?

Plagiarism is the practice of representing another person's work as the student's own, without acknowledgment of the source. Examples of plagiarism include:-

- Including in a student's own work more than a single actual phrase from the work of another person without use of quotation marks and acknowledgement of the source
- Summarising another person's work by changing a few words, or altering the format or order of presentation, without proper acknowledgement
- Using the ideas of another person, or data gathered by another person, in assessed work presented as the student's own, without acknowledgement of the source
- Copying the work of another source (e.g. a book or article, or the work of another current or past student at LSBU or elsewhere)
- Using and presenting as the student's own work, material prepared by another person and stored on a computer disk or downloaded from the Internet
- Using large amounts of another person's work, and placing an internet address at the end of the piece, and thinking that it is properly referenced. It is not.

Why Do Students Plagiarise?

Experience has shown that students plagiarise for 3 types of reasons.

1. Type A = a student who uses material for a coursework assignment and has not bothered to find out or consider if there is a risk of plagiarising. They are careless.
2. Type B = a lazy student, or a student who leaves assignments to the last minute, and sees the internet as an easy vehicle for doing coursework.
3. Type C = A student who has poor English, and plagiarises to improve his English language, and pass the coursework

Help to Avoid Plagiarism

The University provides materials and assistance to help students avoid the pitfalls of plagiarism. With this large amount of material available, it is no defence for a student to say ‘I didn’t know, or understand that I was plagiarising’.

All students should read the following university materials.

The Library has several very good simple help sheets on the subject. Worksheets are available on MYLSBU – Library & Academic:

- Library Help Sheet HS04. Plagiarism, gives a clear definitive view and help on the subject.
- Library Help Sheet HS30. How to Do Your Referencing Using the Harvard System is a first class guide on referencing, including electronic references.
- How to Avoid Plagiarism is tackled at the interesting Purdue University webpage at:
<http://owl.english.purdue.edu/owl/resource/589/01/>
- Academic Regulations for Taught Programmes are boring, certainly; but very important. They govern the legal position on plagiarism. Chapter 3 is particularly important. They are at:
<http://www.lsbu.ac.uk/current.student/downloads/AcademicRegsTaughtProgs.pdf> The procedures for investigating allegations of academic misconduct are detailed in Student Codes of Practice 4 (SCP4).

There is also a range of books in the library on the subject of plagiarism.

- Pears, R., and Shields, G., (2016). Cite them right: The essential guide to referencing and plagiarism.
- Neville, C., (2016). The complete guide to referencing and avoiding plagiarism.

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- Menager-Beeley, R., and Paulos, L., (2006). Understanding plagiarism: a student guide to writing your own work.
 - Tissington, P., Hasel, M., and Matthiesen, J., (2017). How to write successful business and management essays

Why do Universities get so upset about Plagiarism?

Consider two students. One has worked very hard in the library for six months on a dissertation. The other has ‘cut and pasted’ large amounts of material from the web and ‘wrote’ a dissertation in a few days. Should both get the same mark?

It is because plagiarism is a form of cheating for personal advantage that the department and university take a strong line on exposing students who plagiarise and copy other people’s work. What if I am Caught Plagiarising?

Plagiarism is a form of serious academic misconduct and is not allowed. Where plagiarism appears to have taken place, the case will be reported to Steve O’Connor, the Academic Misconduct Coordinator.

A preliminary investigation is undertaken to determine whether there is a case to answer over an allegation of plagiarism. If there is a case to answer, a full investigation takes place by the university, in which the student will be given the opportunity to explain their actions, and the evidence presented. Taking into account the explanation given by the student, a decision on the case is made either at department level, or at a specially convened, independent university Academic Misconduct Panel which will then recommend to the Examinations Board the appropriate penalty. Where plagiarism has occurred, it may result in the student failing the module without the opportunity to be re-assessed. In extreme cases, a student may be deemed to have failed all units of the course and be asked to terminate their studies and leave the university.

- Plagiarism is very serious
- There are very strict university rules that apply to all aspects of plagiarism
- Punishment is severe, with significant financial and personal costs to the student
- The investigation and judicial process is very thorough, and so necessarily slow. The university uses a range of detection systems, including the JISC (Joint Information Systems Committee) computer based system, Turnitin, and other computer based systems.
- You cannot progress or graduate until the full process is completed. It may take 3-6 months
- In the past this has meant that students have missed the graduation ceremony with parents and friends
- Even if you are found innocent, you may easily miss an academic year and not graduate with your friends

Student Requirements on Courses and Modules

All students must submit their coursework themselves to the Turnitin system for checking. This can easily be done through the dsoodle site for each module, which also has full instructions on how to undertake this simple task. Work cannot be marked without this. Students may also be required to submit to a viva voce interview and investigation to demonstrate that their work is authentic and original.

Remember

One simple guarantee that you are not plagiarising is to show your work to your class tutor before you submit it, with your Turnitin Report and ask, “Am I doing something silly here. Am I at risk of being caught plagiarising?” They will give you guidance and advice.

7.0 READING

At a university the reading around your subject or module becomes increasingly important. It is about what you do for yourself. The more reading you do the greater will be your expertise, the more sophisticated and informed your writing and, other things being equal, the higher your marks. It is not simply reading, but making notes about what you have read. A university differs from a school in that more depends on your own self-managed study.

Lectures do not cover all the material you need. You cannot rely on regurgitating your notes. A lecture is not much more than a guide to reading to help you on the road. If you simply attend lectures you will not reach the required level. You have to back up the lectures with reading. As you move up the levels the required reading becomes more extensive. At Level 5 we will concentrate mainly on the core text book during lectures but are expected to back this up with additional reading example of which will be included on the module moodle site.

7.1 CORE READING:

Chaffey, D. 2014. E-Business and E-Commerce Management. 6th edition. London: Financial Times Prentice Hall

In addition to the Core Text Book, you will receive relevant materials throughout the lectures for this module.

7.2 BACKGROUND READING:

Laudon, K.C. and Laudon, J. 2017, Management Information Systems: Managing the Digital Firm. 15th ed., London: Pearson.

Laudon, K. and Traver, C., 2016. E-Commerce : business, technology, society, London: Prentice Hall.

Reynolds, J., 2014. E-Business: a management perspective, Oxford :Oxford University Press.

Turban, E., Lee, J.K., King, D., Liang, P.T. and Turban, D. Electronic commerce 2018: a managerial perspective. Global ed., London: Pearson.

Turban, E., King, D., Lang, J., 2017. An Introduction to Electronic Commerce. 4th edition. London: Prentice Hall.

Moodle site - There is a Moodle site with Module Guide, notes and other reading materials.

Other source materials.

Electronic journals on business (as available in library)

BBC Business: www.bbc.co.uk/business

Business Week: <https://www.bloomberg.com/businessweek>

Economist: www.economist.com

Marketing Week: www.marketing-week.com

8.0 THE TEACHING PROGRAMME

The teaching and learning programme will compromise of two parts

- i) Lecture programme (two hours)
- ii) Seminar sessions of two hours involving case studies and questions (two hours)

8.1 LECTURE PROGRAMME

The 'lecture programme' refers to our weekly meetings every Tuesday 09.00 – 11.00. This should be considered in conjunction with the Reading Materials.

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- Week 1 – Introduction. How Digital is Changing the Game.
 - Week 2 – E-Commerce as Challenge and Opportunity.
 - Week 3 – Digital Citizenship and the Digital Divide.
 - Week 4 – New Strategies for the Digital Age.
 - Week 5 – Digital Branding and Engagement.
 - Week 6 – Data & Marketing Analytics.
 - Week 7 – IP, Online Copyright Protection & Digital Piracy
 - Week 8 – Customer Relationship Management
 - Week 9 – Digital Transformation: Why Businesses Need to Evolve
 - Week 10 – Digital Transformation: Managing Change
 - Week 11 – Developing a Coherent Digital Strategy
 - Week 12 – What’s Next? The Future of Digital

8.2 SEMINAR PROGRAMME

The class programme will consist of a variety of activities:

- Case study / Journals

There are a set of case studies / journals and seminar questions chosen to follow to support the lecture programme. To prepare for class you will be expected to read the case study and / or journal before class. In class you will work in groups to study these business examples. You will be tested on these in your assessment.

- Questions related to the lecture

You will be reviewing what was covered in the lecture – you will need to bring your lecture notes to class each week to enable you to develop a greater understanding on the ideas from the lecture.

- Debating issues of the day

Debates are useful in developing your skills in thinking and arguing. The idea is to take a current topic and a question and divide the class into two halves. Then we will choose two students to present a case for and two a case against. Topics will be chosen to be current and in the news.

- Working on your presentations

Some class time will be set aside for working on your assignment and class presentations