

Module Title	Managing the Principles of E-Business
Level	5
Reference No. (showing level)	New Module
Credit Value	20 Credits
Student Study Hours	Contact hours: 60 Student managed learning hours: 140 Total Hours: 200
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Module Co-ordinator	Colquhoun Ferguson and Rey Bowen
School/Division	School of Business, Division of Business and Enterprise
Short Description	This module provides students with an introduction to the 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 digital business environment.
Aims	<p>This module aims to introduce students to the fundamentals and background to E-Business. Specifically, the module will:</p> <ul style="list-style-type: none"> • 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 e-business, 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
Learning Outcomes	<p><i>On completion of this module, students will be able to:</i></p> <p>Knowledge and Understanding:</p> <p>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.</p> <p>Intellectual Skills:</p> <p>B1: Apply project management techniques to plan the implementation of an information and e-business strategy; B2: Conduct a risk assessment for given information and e-business implementation.</p> <p>Practical Skills:</p> <p>C1: Evaluate different e-business strategies and models and make appropriate</p>

	<p>recommendations for an organization.</p> <p>Transferable Skills:</p> <p>D1: The ability to communicate in writing and orally, in a clear and effective manner – taking into account the intended purpose of the audience;</p> <p>D2: The ability to use self-managed learning time;</p> <p>D3: Ethical team working.</p>
Employability	<p>This module contributes to a student's employability by providing students 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.</p>
Teaching and learning pattern	<p>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. Multiple choice assessment 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.</p> <p>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.</p>
Indicative content	<ul style="list-style-type: none"> • Information and e-business strategy and infrastructure; • Achieving competitive advantage with information systems and e-business; • 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; • information systems; • 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.
Assessment Elements & weightings	<p>Formative Assessment:</p> <p>Each week students will complete an in-class assessment based on the previous week's lecture material. The aim of the formative work is to offer students the opportunity to self-evaluate their understanding of the subject, to test their</p>

	<p>preparation, and to help them to better identify what is needed to achieve the learning outcomes of the module.</p> <p>Summative Assessment:</p> <p><i>This module will be 100% Coursework assessed-consisting of two assessments:</i></p> <ol style="list-style-type: none"> 1. Consultancy Report – detailing the development of a viable E-business model. Approx. 2,000 words (50%) 2. 15 minute group presentation recommending a solution and project plan (50%)
Indicative Sources (Reading lists)	<p>Core Reading:</p> <p>Chaffey, D. 2014. <i>E-Business and E-Commerce Management</i>. 5th ed. London: Financial Times Prentice Hall</p> <p>Background Reading:</p> <p>Laudon, K. and Traver, C., 2013. <i>E-Commerce : business, technology, society</i>, London: Prentice Hall.</p> <p>Reynolds, J., 2014. <i>E-business: a management perspective</i>, Oxford : Oxford University Press.</p> <p>Turban, E., Lee, J.K., King, D., Liang, P.T. and Turban, D. <i>Electronic commerce 2012: a managerial perspective</i>. Global ed., London: Pearson.</p> <p>Turban, E., King, D., Lang, J., 2014. <i>An Introduction to Electronic Commerce</i>. 3rd ed. London: Prentice Hall.</p> <p>Websites:</p> <p>EU Business – http://www.eubusiness.com/</p> <p>E-Commerce – Now – http://www.ecommerce-now.com/ Includes case studies and e Commerce strategies information.</p> <p>E Commerce Times – http://www.ecommercetimes.com/</p> <p>Economist – http://www.economist.co.uk/encyclopedia/ Includes a dictionary of business terms, abbreviations and acronyms and business profiles.</p> <p>European Business Forum – http://www.europeanbusinessforum.com/home/ebfhome.asp</p> <p>Information Commissioner – http://www.informationcommissioner.gov.uk/ Information on data protection.</p> <p>KPMG CO UK – http://www.kpmg.co.uk/index.cfm</p> <p>The Times 100 – http://www.thetimes100.co.uk/ Resource for students and teachers. Case studies on real companies.</p>