



## e-Business

### e-Business

7.5 credits

7.5 högskolepoäng

**Ladok Code:** 22EB1D

**Version:** 1.0

**Established by:** The Teaching Committee 2012-03-14

**Valid from:** Spring 2012

**Education Cycle:** Second cycle

**Main Field of Study (Progressive Specialisation):** Informatics (A1N), Business Administration (A1N)

**Disciplinary Domain:** Natural sciences

**Prerequisites:** These prerequisites do not apply to students within the programme Science without Borders.

Completed courses of at least 60 credits in Informatics or Business Administration.

**Subject Area:** Informatics/Computer and Systems Sciences

**Grading Scale:** Fail (U), Pass (G) or Pass with Distinction (VG)

### Content

- Infrastructure
- Environment and Strategy
- Supply Chain Management, Procurement and Marketing
- Customer Relationship Management
- Change management
- Analysis, design, implementation and maintenance

### Learning Outcomes

The overall goal of this course is for students to assimilate knowledge about the field of e-Business, ie. how information technology can be used in all value-creating business processes, not only as a platform for e-commerce. The course focuses on how IT can be an integral element of efficient business operations.

After completing the course students will be able to

#### *Knowledge and understanding*

- describe and explain the meaning and scope of e-Business and its components;
- describe and discuss challenges and obstacles to the introduction of e-Business,
- describe and discuss appropriate tools, models, techniques and methods in e-Business

#### *Skills and abilities*

- develop, and orally and in writing present and discuss a strategic plan for e-Business for a discrete activity,

#### *Judgment and approach*

- reflect on the impact of legal, social and ethical constraints or opportunities for a company's e-

### Forms of Teaching

Teaching on the course consists of lectures, workshops and seminars. Instruction is in English. The literature is in English.

### Forms of Examination

The examination consists of the following elements:

- Project
- Written exam

The project task is graded Passed or Failed. The written exam is graded with an ECTS-grade, where A-B corresponds to Passed with distinction (VG), C-E to Passed (G), and F to Failed (U).

Grading of the course requires a minimum of Passed in both project work and written exam. The grade for the whole course is then determined by the grade of the written exam.

Student rights and obligations at examination are according to guidelines and rules for the University of Borås.

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### **Literature and Other Teaching Methods**

Chaffey, D. (2012). *E-Business and E-Commerce Management: strategy, implementation and practice*, Pearson

Scientific papers may be added.

### **Student Influence and Evaluation**

After completing the course a course evaluation is performed in the form of an individual and anonymous survey. The course coordinator compiles the responses and publishes the evaluation in accordance with department regulations. The evaluation will form the basis for future course planning.

### **Miscellaneous**

The course is offered in programs Systems Science, Business Informatics with a specialization in International Marketing and IT, one and two year master's programs in informatics and business administration, as well as a separate course.