



e-Business

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7.5 credits

7.5 högskolepoäng

Ladok Code: 22EB2D

Version: 4.0

Established by: The Teaching Committee 2014-02-04

Valid from: Spring 2014

Education Cycle: Second cycle

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

Disciplinary Domain: Natural sciences

Prerequisites: Passed courses of 60 credits in Informatics or Business Administration.

Subject Area: Informatics/Computer and Systems Sciences

Grading Scale: ECTS-credits

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

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

Skills and abilities

4. develop, as well as, orally and in writing present and discuss a strategic plan for e-Business for a specific activity and

Judgment and approach

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

Forms of Teaching

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

Forms of Examination

- PRO1 – Project assignment (learning outcome 4)
- TEN1 Written exam (learning outcome 1-3 and 5)

For a grade on full course a pass score on both PRO1 and TEN1 is needed. Grading for the full course is then set according to result of the exam following the ECTS-scale.

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 Materials

- Chaffey, D. (2012). E-Business and E-Commerce Management: strategy, implementation and practice, Pearson
- Scientific papers, newspaper clippings and cases will be added during the course.

Student Influence and Evaluation

The course is evaluated in accordance with the school's guidelines, in which students' views will be obtained. The results of the evaluation will be published and fed back to participating and prospective students in accordance with the school's guidelines, and will provide the basis for future course and program development.

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.