Course information 2024-25

IS3167 Management and Innovation of E-business

General information

MODULE LEVEL: 6

CREDIT: 30

NOTIONAL STUDY TIME: 300 hours

MODE: Locally Taught and Independent Learner Route only (not available for Online Taught students)

Summary

This course presents an up-to-date analysis of the management, innovation, and information systems aspects of the use of e-business technology. It combines transaction cost economics with more than a decade's experience of e-business development to discuss e-business trends and strategies. This is a management information systems course and not a technical course. It considers the organisational, managerial, technological, and theoretical aspects of e-business and how these elements can be combined to produce innovation in business models, processes and products.

Conditions

Please refer to the relevant programme structure in the EMFSS Programme Regulations to check:

- where this course can be placed on your degree structure; and
- details of prerequisites and corequisites for this course.

You should also refer to the Exclusions list in the EMFSS Programme Regulations to check if any exclusions apply for this course.

Aims and objectives

The objectives of the course are to:

- Explain the growth of e-business to date and introduce the most relevant e-business models, using theories from business, management, and the social sciences.
- Examine the interaction between technological trends and the business and social context of e-business.
- Identify innovations within the domain of e-business by presenting cases of the innovative use of e-business and network 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 models and strategies, including global supply chain management; electronic markets; shared economy and digital marketing.
- Introduce the notion of technologically mediated organisational forms and discuss their business implications.

Learning outcomes

At the end of this course and having completed the essential reading and activities students should be able to:

- Explain the managerial and economic development of e-business.
- Critically discuss the reasons for successful and failed e-business ventures.
- Assess the role of innovation in e-business.
- Explain the key components of e-business architectures.
- Describe the social, economic, and institutional contexts within which e-business has prospered.
- Analyse and criticise the business models underlying e-business strategies and discuss the increasing importance of intermediation in the digital economy.
- Apply economic theories, such as transaction cost analysis, to explain the economics of e-business.
- Explain pricing policies in the digital economy.
- Discuss the key innovations in business models, products and processes and how e-business contributes to innovation.

Employability skills

Below are the three most relevant employability skills that students acquire by undertaking this course which can be conveyed to future prospective employers:

1. Digital Skills
2. Decision making
3. Complex problem-solving

Essential reading

For full details please refer to the reading list.

Chaffey, D. Digital business and e-commerce management. (Harlow: Pearson Education, 2015) sixth edition [ISBN 978027378654-2]

Various journal articles

Assessment

This course is assessed by a three-hour and fifteen-minute closed-book written examination.

Syllabus

This course covers a broad spectrum of today's management opportunities and risks in virtual markets, including:
- Foundations and development of online business.
- The use of transaction cost theory and network economics to explain the economics of e-business.
- E-business models and strategies in Business-to-Business (B2B) and Business-to-Consumer (B2C).
- Supply chain, intermediation, e-procurement, and e-marketing.
- Online consumer behaviour, evolution of e-business models.
- E-business environment – economic, ethical, legal and security issues.
- Pricing strategies within e-business.
- Security and privacy aspects of e-business.
- New organisational forms – virtual organisations, electronic markets, and electronic hierarchies.
- Innovations involving e-business technologies such as the shared economy and C2C marketplaces.