



## Course information 2018–19

# IS3167 Management and innovation of e-business

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.

### 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.

### 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

### Learning outcomes

At the end of the 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.

### Assessment

This course is assessed by a three-hour unseen written examination.

## Syllabus

This is a description of the material to be examined. On registration, students will receive a detailed subject guide which provides a framework for covering the topics in the syllabus and directions to the essential reading

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.

Students should consult the appropriate *EMFSS Programme Regulations*, which are reviewed on an annual basis. The *Regulations* provide information on the availability of a course, where it can be placed on your programme's structure, and details of co-requisites and prerequisites.