

## Course information 2025-26

# 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.