



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MBAN-730DE	E-business	7.5
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	School of Business	Fall, Spring, Summer
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	MIS	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
2 <sup>nd</sup> Cycle	Dr. Angelika Kokkinaki	1 <sup>st</sup> or 2 <sup>nd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Distance Learning	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Provide an overview of the key e-business principles.
- Cover an in-depth analysis of the relationship between e-business and business strategy (i.e. e-business models, relationships with suppliers, customers and business partners, governance structures, technological infrastructure).
- Address key topics that need to be fulfilled when designing and deploying an e-business strategy (i.e. e-markets, e-procurement, networked organizations and the roles of intermediaries in the value system).
- Concentrate on modeling and developing integration interfaces between existing and new applications, middleware and web services.
- Introduce issues related to security issues, risk management and quality of service.

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. **Identify the potentials of e-business adoption process:** students should be able to conceptualize how e-business adoption is shaping business both in terms of changes in the structure of business practices within organizations as well as interactions between organizations.
2. **Address fundamental issues related to e-business and business strategy:** students should be able to answer how an e-business initiative relates to business models, what

type of inter-organizational relations are to be developed (with suppliers, customers and business partners), how e-business models affect governance structures, what type of infrastructure is required to sustain e-business models and how XML may be used as an enabling technology to facilitate communication in an e-business environment.

3. **Discuss and evaluate the role of four key topics that need to be addressed when designing and deploying an e-business strategy:** students should be able to discuss the role and function of e-markets, the support of purchasing function by e-procurement, how to position their organization in business networks and finally the configuration of the industry value chain through patterns of intermediation and disintermediation.
4. **Employ modelling techniques and methodologies for business interactions:** students will acquire the necessary knowledge and tools (UML, UMM, SCOR etc) to develop business models and collaborative business processes. Students will also be introduced to middleware technologies and approaches (RPCs, RMIs, CORBA, DCOM) that may be used in the context of Enterprise Application Integration (EAI).
5. **Discuss the role that security plays for e-business and develop security guidelines for an e-business initiative:** students will understand the specific organizational and technical requirements needed for creating a reliable business environment, managing increasingly complex risks and offering a high quality of service.

#### Course Content:

1. **Introduction to e-business:** E-business is expected to impact organizations in various ways. Potential benefits include operational efficiency and productivity, improved competitive position, penetration into new markets, improved communications, information and knowledge sharing, harmonization and standardization of processes, improved internal information access as well as improved relationships with business partners. At the same time, e-business initiatives need to consider management and strategy issues, cost and financial implications, security and trust problems, legal and technological concerns. IMC involves the coordination of the various elements of marketing and communication programs including advertising into a “one look, one voice” approach.
2. **E-business strategy:** An e-business strategy can be defined as the set of plans and objectives to be followed at corporate strategy level, various functional priorities (i.e. Marketing, SCM, etc) and its alignment with information systems and technology developments.
3. **E-business models:** An e-business model is a descriptive representation of planned business activities that involve: i) internal aspects of a business venture, ii) the type of relationships of an enterprise with its environment, and iii) the utilization of information assets. As offer clients all the services necessary to manage the total advertising function- planning, creation, production, placement, and evaluation. The most prominent e-business models will be explored.
4. **E-business relationships:** Characteristics of e-business relationships and their relevance for the application of e-business technology will be discussed. Emphasis will also be placed on ways of improving the efficiency and effectiveness of inter-organizational transactions and streamlining business processes.
5. **Governance structure:** The “dichotomy” between market and hierarchy governance is presented and analyzed from the perspectives: transaction cost economics, the resource-based view and networks.
6. **E-business technological infrastructure:** Two-tier and three-tier architectures are introduced, web-based applications and applications that leverage Web clients are examined. Collaborative

- technologies are also examined.
7. **E-business enabling technology:** An introduction to XML, including characteristics and structure of XML documents, XML schema, document presentation and transformation and processing XML documents.
  8. **E-markets, e-procurement and e-business networks:** E-markets are explained and classified; emphasis is placed on context-related and process-related success factors for e-markets. Pareto analysis and e-procurement are studied. Standards that support e-procurement (XML/EDI and OBI) are presented and explained. Different types of inter-organizational systems are classified and dynamics in the value chain are examined.
  9. **E-business modeling:** Introduction to normative models (UML) and methodologies (UMM, UN/CEFACT, SCOR and BPMN) that can be employed to model e-business processes and supply chain applications.
  10. **Middleware approaches:** The concept of messaging, RPC and RMI are introduced. Message-oriented middleware is presented. Data-access middleware and transaction-oriented are presented. Distributed objects and distributed-object middleware (CORBA, DCOM) and newer generation frameworks for loosely coupled applications are examined.
  11. **E-business security and reliability:** Security, privacy, trustworthiness and quality of service for e-business are explained. Security principles and mechanisms are also outlined.

### Learning Activities and Teaching Methods:

- Faculty Online Lectures
- Directed and Background Reading
- Case Study Analysis and Discussion
- Academic Paper Discussion
- Exercises

### Assessment Methods:

Final Exam, Project, Case Studies

### Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
E-business: Organizational and Technical Foundations	Michael P. Papazoglou and Pieter M.A. Ribbers	John Wiley and Sons	2006	0-470-84376-4
A series of case- studies and academic				

articles available on students' intranet.				
---	--	--	--	--

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Strategies for E-business: Concepts and Cases	Tawfik Jelassi and Albrecht Enders	Financial Times/ Prentice Hall, 2 <sup>nd</sup> Ed	2008	978-0273710288
E-business and E-Commerce Management	Dave Chaffey	Financial Times/ Prentice Hall	2006	978-1405847063
Making Technology Investments Profitable: ROI Roadmap to Better Business Cases	Jack M. Keen and Bonnie Digrius	John Wiley and Sons	2003	978-0471227335