



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MBAN-797	Digital Business Transformation	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	School of Business	Fall, Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Concentration	Entrepreneurship & Digital Transformation	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
2 <sup>nd</sup> Cycle	Dr. Ariana Polyviou	1 <sup>st</sup> or 2 <sup>nd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face to Face	N/A	None

### Course Objectives:

This course aims to explore business, organization management and technology issues, which are intervened in the strategic management e-businesses. All material presented in this course is at the managerial level and hence technical expertise in the actual technologies employed, while helpful, is not required.

The main objectives of this course are to:

- Provide an overview of the key e-business principles and the new opportunities that electronic markets provide to organisations
- Undergo 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)
- Outline technologies used to build an e-business infrastructure within an organization and with its partners (B2B e-commerce)
- Understand e-strategy, strategic resources and value creation in the digital era
- Identify the online advertising options for e-businesses, understand their functionality, advantages and disadvantages
- Understand the opportunities and challenges of the use of data analytics in organisations

### Learning Outcomes:

Upon completion of this course, students are expected to be able to:

1. Analyse different e-commerce business models and their relevance to your organisation in order to understand new opportunities provided by electronic markets
2. Identify technologies that can be used to build an e-business infrastructure within an organization and with its partners (B2B e-commerce).
3. Follow an appropriate strategy process model for e-business and be able to analyse and identify the parts of the value-chain in which e-business could be applied
4. Develop an e-business strategy framework with concentration on the impact of the Internet on the macro-environment, the industry structure and the firm boundaries, the markets for e-business and the strategy options for value creation in market spaces and for improving organizational processes with information technology solutions
5. Strategically analyse the characteristics of the new media advertising communications and understand the functionality and applicability of modern online advertising techniques in e-commerce
6. Appreciate how consumer and expert reviews impact e-commerce and how they are being increasingly manipulated by market participants
7. Think critically about the value of data analytics and business intelligence practices and understand the opportunities and challenges of using data analytics in e-business
8. Recognise opportunities prompted by successful e-business use-cases of other organisations
9. Identify and present e-business opportunities at top management level

**“Details on the contribution of the course’s learning outcomes towards the learning goals / competencies and learning objectives of the programme are included in the curriculum map of each programme”.**

### Course Content:

1. Introduction to e-business.
2. E-commerce business models.
3. B2B and B2C e-commerce.
4. E-business strategy.
5. E-marketing, consumer reviews and online advertising.
6. Business Intelligence in e-commerce.
7. Successful e-business use-cases.

**Learning Activities and Teaching Methods:**

- Faculty Lectures
- Directed and Background Reading
- Case Study Analysis and Discussion
- In-class exercises

**Assessment Methods:**

Final Examination, Mid-term Examination, Group Project

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
<i>Electronic Commerce 2012 Global Edition</i>	Efraim Turban and David King	Pearson HE	2012	027376134X

**Recommended Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
<i>Platform Revolution: How Networked Markets Are Transforming the Economy--And How to Make Them Work for You</i>	Geoffrey Parker, Marshall Van Alstyne, Sangeet Paul Choudary	W. W. Norton & Company	2016	978-0393249132