



Course Syllabus

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

Course Objectives:

The main objectives of the course are to:

- Identify and compare key e-business principles;
- Perform an in-depth analysis of the environment and the challenges of developing or advancing digital business;
- Identify most common drivers for underperformance and outline and compare best practices for digital success;
- Develop and apply clear leadership and management accountability for establishing a business model and an operating model and the most effective processes and structures that enable the delivery of the expected value.

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, RMI, 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

“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:** 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**
 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.
 9. **Sharing Economy**
 10. **Supply Chain Management**

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
Leading Digital Strategy: Driving Business Growth Through Effective Ecommerce	Christopher Bones and James Hammersley	Kogan Page	2015	0-749-47907-8
A series of case-studies and academic articles available on students' intranet.				

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
E-business and E-Commerce Management (6 th Edition)	Dave Chaffey	Financial Times/ Prentice Hall,	2014	0-749-47907-8
Strategies for e-Business: Creating value through electronic and mobile commerce CONCEPTS AND CASES	Tawfik Jelassi and Albrecht Enders	Pearson	2014	0-273-75787-3