



MIS-390 Electronic Business: Strategy, Architecture and Design

Course Code MIS – 390	Course Title Electronic Business: Strategy, Architecture and Design	Credits /ECTS 3/6
Department Management & MIS	Semester Fall	Prerequisites None
Type of Course Required	Field MIS	Language of Instruction English
Level of Course Undergraduate	Year of Study	Lecturer Dr. Soulla Louca
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites N/A
Recommended Optional Programme Components: N/A		

Objectives of the Course:

- Students will study a variety of business models in the national and global context connecting individuals, businesses, governments and other organizations. They will be exposed to the concept of strategy at the corporate level, the business unit level and the operational level as well as the concept of value creation.
- Students will study the management of information systems services from the point of view of the CIO and to examine alternative strategies and tactics available to management to achieve their goals.
- Students will study the 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.
- Students will gain insight into how IS enables core and supportive business processes as well as those that interface with suppliers and customers and how they represents a key source of competitive advantage for firms.
- Students will get an understanding of existing and emerging information technologies, the functions of IS and their impact on the organizational operations.
- Students will use the steps of the e-business strategy formulation roadmap, link the individual steps of the roadmap to the different parts of the e-business

strategy formulation, and understand the main business issues involved in each stage of the roadmap.

- Students will apply the above concepts in the design and implementation of an e-business initiative. A content management system will be used for this purpose.

Learning Outcomes:

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

1. Be able to design and manage enterprise architecture through business and marketplace models for electronic communications and trading, including revenue models and transaction models available through online services
2. Outline the hardware and software technologies used to build an e-business infrastructure within an organisation and with its partners including security issues.
3. Understand the concept of e-strategy at the corporate level, the business unit level and the operational level as well as the concept of value creation.
4. Follow an appropriate strategy process model for e-business and be able to 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. Identify the main elements of supply chain management and their relationship to the value chain and value networks.
6. Identify various procurement methods, their benefits and risks and assess different options for integration of organizations' information systems with e-procurement suppliers.
7. Identify the characteristics of the new media marketing communications and understand the relation between e-business and e-marketing and how to outline e-marketing plan.

Course Contents:

1. Introduction to e-business.
2. E-business models and e-commerce.
3. E-business infrastructure including security issues.
4. E-environment (macro and micro environment).
5. E-business strategy
6. E-supply chain management.
7. E-procurement.
8. E-marketing.
9. Customer relationship management.

Teaching Methods:

- Faculty Lectures
- Directed and Background Reading
- Case Study Analysis and Discussion
- Lab Sessions
- Student-led Presentation

Assessment Methods:

Final Examination (1)
Mid-Term (1)
Assignments/Homework

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Dave Chaffey	<i>E-business and E-Commerce Management (4e)</i>	Prentice Hall /Financial Times	2009	978-0-273-71960-1

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Turban, King, Mckay, Marshall, Lee, Viehland	<i>Electronic Commerce: A managerial perspective</i>	Pearson/Prentice Hall	2008	0-23 513544 3
Danny Samson	<i>E-business: Value Creation for Management</i>	McGraw Hill	2003	0-074-71169-5