Course Syllabus

Course Code	Course Title	ECTS Credits
MIS-390	E-Business	6
Prerequisites	**Department**	**Semester**
None	Management and MIS	Fall/Spring
Type of Course	**Field**	**Language of Instruction**
Required	MIS	English
Level of Course	**Lecturer(s)**	**Year of Study**
1st Cycle	Dr. Styliani Kleanthous	3rd
Mode of Delivery	**Work Placement**	**Corequisites**
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:
- 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 organization 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 Content:

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.

Learning Activities and Teaching Methods:

Faculty Lectures, Directed and Background Reading, Case Study Analysis and Discussion, Lab Sessions, In class exercises, Student-led Presentation.

Assessment Methods:

Exercises, Assignments & Presentation, Mid-Term, Final Examination

Required Textbooks / **Readings:**

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

Recommended Textbooks / **Readings:**

Title	Author(s)	Publisher	Year	ISBN
Electronic Commerce: A managerial perspective	Turban, King, Mckay, Marshall, Lee, Viehland	Pearson / Prentice Hall	2008	0-23 513544-3
E-business: Value Creation for Management	Danny Samson	McGraw Hill	2003	0-074-71169-5
E-business and E-Commerce Management, 4th Ed.	Dave Chaffey	Prentice Hall / Financial Times	2014	0273786547