



Course Syllabus

Course Code	Course Title	ECTS Credits
MIS-390DL	E-Business	6
Prerequisites	Department	Semester
None	Management	Fall/Spring
Type of Course	Field	Language of Instruction
Required	MIS	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Alex Zarifis, FHEA	3 rd
Mode of Delivery	Work Placement	Corequisites
Distance Learning	N/A	None

Course Objectives:

The course addresses important aspects of this topic and focuses on the opportunities and challenges generated for organizations. 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 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 represent 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 gain understanding of the theoretical background needed for the development of strategic plans in the context of e-business.
- Students will develop practical knowledge through case studies of actual uses of e-business.
- Students will gain hands-on training through targeted projects.

Learning Outcomes:

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

1. 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 (B2B e-commerce).
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. Identify the main elements of supply chain management and their relationship to the value chain and value networks.
5. Expand their understanding of the impact of strategic resources, platforms and network effects, on e-business.
6. Identify the characteristics of the new media advertising communications and understand the relation between e-business and e-marketing.
7. Understand and gain hands on experience on using modern online advertising techniques.
8. Identify business intelligence practices and their use in e-business.
9. Learn about new very successful e-business startups.

Course Content:

- Introduction to e-business
- E-commerce business models
- B2B and B2C e-commerce
- E-environment (macro and micro environment)
- E-business strategy
- E-marketing and online advertising
- Business Intelligence in e-commerce
- Successful e-commerce startups

Learning Activities and Teaching Methods:

Case study analysis, weekly interactive exercises, forum discussions, videos, academic journal articles, synchronous meetings (WebEx), chats, blog exercises (authors' blog for the textbook), and other formative and summative assessments.

Assessment Methods:

Cases-Participation, Assignments, Project & Presentation, Final Examination

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Digital Business and E-Commerce Management	Dave Chaffey, Tanya Hemphill, David Edmundson-Bird	Pearson HE	2019	1292193336 / 978-1292193335

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Platform Revolution: How Networked Markets Are Transforming the Economy – And How to Make Them Work for You	Geoffrey Parker, Marshall Van Alstyne, Sangeet Paul Choudary	W. W. Norton & Company	2016	978-0393249132
Electronic Commerce: A managerial perspective	Turban, King, Mckay, Marshall, Lee, Viehland	Pearson / Prentice Hall	2008	0-23 513544-3