

Module title E-Business Strategies				
Module code YEBU	Level Bachelor (B.Sc.) IW	Hours per week 4	ECTS credits 5	Duration 2 weeks
Module instructor Dr. David Skelton, Eastern Institute of Technology, Napier, New Zealand	Lecture type Interactive seminar Individual consultations	Prerequisite(s) Good academic standing		Grading Final report (group and/or individual)
Objectives <ul style="list-style-type: none"> To evaluate and analyse the drivers for successful e-business strategies for organisations. Case studies will allow practical experience. 				
Content <ul style="list-style-type: none"> Learning Outcome 1: Analyse key terminology and evolution of e-business. Learning Outcome 2: Apply business and systems modelling to e-business and building e-business competence through concepts and cases. Investigating e-business through case studies and local business websites Examine the design and content of existing websites Learning Outcome 3: Analyse the impact of the Internet on the business environment and industry structure. Analyse trends in the macro-environment Examine the industry structure with the five forces framework Learning Outcome 4: Critically examine and make recommendations for markets for e-business. Examine market segmentation for e-business. Investigate market targeting with cases. Create recommendations for improving website visibility. Learning Outcome 5: Analyse and apply concepts of value creation in e-business. Analyse the Internet impacted value chain. Investigate value creation in market spaces. Learning Outcome 6: Investigate through cases; the impact of the Internet on the horizontal and vertical boundaries of a company. Examine the concepts of scale and scope. Design the timing of market entry. Determine the reasons for 'make-or-buy' decisions in e-business. Assess the 'unbundling' of the corporation through the Internet. Assess the integration of e-commerce into the business model. Learning Outcome 7: Assess the internal organisation of a firm's e-business activities. Examine online interactions with customers. Choose the organisational structure for e-business activities. Learning Outcome 8: Devise a roadmap for e-business strategy. Design a vision, objective, customer value, market segments, company setup, and business model for case study company formulation. Investigate web-hosting options Investigate site statistics and user navigation 				
Textbook/teaching material <ul style="list-style-type: none"> Turban, E., King, D., Liang, T. P., & Turban, D. (2012). Electronic commerce: A managerial and social networks perspective (Vol. 7). UK: Pearson Education Jelassi, T. & Enders, A. (2005). Strategies for e-Business: Creating value through Electronic and Mobile Commerce Online resources available on Moodle 				

Note: this is not the official course descriptor according to the "Studien- und Prüfungsordnung" (SPO)