

Module Number:	Module Title: E-Business	
Module Status: Option		
Semester: 2	Level: M (7)	Credits: 15
Module Leader: Brid Lane		
Direct / Assisted Learning Hours: 36	Classroom: 18 Lab / Workshop: 18	Independent Student Learning: 114
Assessment Method: 50% in-term, 50% end-of-module Exam		
Prerequisites: None		
Advisory Constraints: see Learning Outcomes below		

Rationale for Module – The Internet is a global communications network that has facilitated new means of intra-business and customer interaction. In little over a decade it has redefined and continues to redefine how the business world functions. Integrating an e-business angle to such basic business principles such as competitive advantage, marketing, supply chain management is part and parcel of the modern business environment.

This module allows students to explore how and where e-business fits into the wider arena of general business. Traditional business concerns are covered in the module but from an electronic business perspective along with the supporting technology required to construct a virtual webstore. Students get to study how an e-enterprise or electronic arm of an existing enterprise can achieve business objectives.

Aims – to provide students with in-depth knowledge of and an ability to utilise the technological and commercial structures and concepts that support electronic business.

Learning outcomes

Students are not required to have in-depth technical skills prior to the course but the program will require students to take in a number of new concepts and technologies in a relatively short period of time. Therefore, familiarity with *using* email applications, web browsers, file management and generic office software is needed.

On completion of this module, students will be able to -

- Appreciate the position of e-business in the wider context of traditional business (L1)
- Critically evaluate the variety of business models and strategies for web-based enterprises (L2)
- Demonstrate an in-depth knowledge of interactive marketing, relationship marketing and other e-marketing strategies (L3)
- Define the risks involved in e-business and explore solutions available to offset these risks. (L4)
- Design and develop an effective and interactive website meeting the needs of a typical real-life enterprise (L5)
- Understand the theory and principles underlying e-business such that they can then adapt to keep pace with changing trends and innovations in the e-business environment (L6)

Teaching Methods

Student centred learning will be a critical part of the course. Thus, students will be expected to familiarise themselves with much of the material through independent study, searching out the latest research, most up-to-date examples and emerging ideas and present them to the class for analysis and discussion. Self-study electronic resources will reinforce the learning process

Class room – formal lectures to introduce concepts and explain difficult concepts, interactive seminar discussions, student-led analysis and discussion, case studies of successful e-tailers. Guest speakers with experience in e-enterprises will make presentations to the class from time to time.

Lab work – hands-on experience of web development tools, business database technologies.

Content

The content will be a combination of theoretical principles and concepts combined with applied techniques and technologies.

- Business analysis and strategy – strategic competitive advantage of e-enterprises, online / offline strategy alignment, business models of making money online, positioning in the marketspace, where and when to compete.
- Internet infrastructure – networks, browser and server architecture, bandwidth, current and emerging standards, file formats, platforms and architectures, integration with back office systems, projections for future technological developments and consequent implications for e-business
- Web design – conceptual design, physical design, data design, user interface design (usability issues, aesthetics and navigation), product presentation, generating site traffic, optimising for search engines, content (management, updating, copywriting), connectivity in and out, hosting options.

- Web development – using web authoring tools and techniques
- E-procurement and supply chain management – fulfilment issues, integrating business operations, push and pull chains, extranets, external trading partners, changing role of intermediaries, planning and execution.
- Consumers (Customer Relationship Management) – the expanded role of customers in the e-enterprise, e-marketing, advertising & promotions, customisation and personalisation options, targeted marketing, blend of online and offline marketing and advertising, measuring the success of online marketing.
- Security – protecting the client and the seller, ensuring transaction integrity, disaster recovery, privacy and payment (service providers, methods), online security threats, methods of tackling threats - firewalls, encryption, digital signatures, server / browser security, digital certifications and signatures,
- Wireless and mobile advances leading to m-commerce – on-the-move concepts, latest mobile equipment, remote workers, data management, options, security for mobile commerce, integration of wireless and wireline communications.
- Legal and regulatory frameworks – intellectual property, contractual issues, freedom of speech, taxation, languages issues, data protection, cyber squatting, EU and other directives and laws (electronic signatures, country of origin, distance selling, contracts, taxation), regulatory bodies.

Assessment Criteria

Weightings –

- Individual presentation 10%
- individual project 40%
- end of module exam 50%

The exam covers all learning outcomes, particularly those not incorporated in the assessment project i.e. appreciate the position of e-business in the wider context of traditional business (L1).

The assessment project work combines factual and process knowledge in researching, designing and developing a commercial web site. The breath and depth of students' knowledge will be tested along with their technical application skills and analytical ability.

The project will involve students' taking the role of a web manager and creating a suitable potential electronic business (a new start-up or another channel of an existing traditional-style business), and then -

- Justifying the proposed e-enterprise in terms of business strategy and potential market, competitive opportunities and threats. A market opportunity analysis and business modeling needs to be produced along with suggested strategies for success (L2)
- Producing a marketing and promotion plan for the venture. Make an argument for the most appropriate methods of marketing and promotions that the venture should employ (L3)
- Assessing and managing risk and disaster management issues e.g. legal, security and privacy issues (L4)
- Designing and developing the accompanying website i.e. demonstrating the abilities and skills learnt in workshops. Producing a usability plan for the company's web interface, an outline of some common interface usability problems and how the chosen design overcomes them (L5).
- Suggestions for how this e-enterprise might evolve over time, including the changes and upgrades that may be needed (L6)

Indicative Reading

Core Text –

- Turban, E., King, D., Lee, J., and Viehland, D. *Electronic Commerce: A managerial Perspective 2004*. Pearson Education Inc. NJ

Supplementary Text (in no particular order) –

- Daniel Amor, “the E-business Revolution”, 2nd Edition, Prentice Hall PTR, 2002
- Laudon K and C Guercio Traver, “E-commerce; business, technology, society”, 3rd edition, Addison-Wesley, 2006
- Chaffey, David (2004), “E-Business & E-Commerce Management”, Prentice Hall
- Ravi Kalakota & Marcia Robinson, E-Business Roadmap to Success, Addison Wesley, 1999.
- D. Tapscott, A. Lowy, D. Ticoll, N. Klym Blueprint to the digital economy, creating Wealth in the era of e-business, McGraw-Hill, 2000.
- Stephen Chen, Strategic Management of e-Business, Wiley, 2001.
- Jim Sterne, Customer Service on the Internet, Building Relationships, Increasing Loyalty, and Staying Competitive, 2nd edition, Wiley, 2001.
- PB Seybold and RT Marshak, “Customers.com”, Random House, 1998.
- N Bandyo-Padhyay, “E-commerce; context, concepts and consequences”, McGraw-Hill, 2002
- K Bryceson, “The balancing Act, E issues for managers”, Wiley, 2003
- Jelassi & Enders, (2004), “Strategies for E-business”, FT Prentice Hall
- Rayport J & Jaworsky B, (2000), “Electronic Commerce”, McGraw Hill
- Davis & Benamati (2003), “E-commerce Basics, Technology Foundations and E-business Applications”, Pearson Education
- Tassabehji, Rana (2003), “Applying E-commerce in Business”, Sage Publications

Useful Ezines

- www.business2.com/b2 : full of case studies, reports, and trends analysis, snapshots, highlights from recent stories and features
- www.internetweek.com : daily news, seminars
- <http://news.ft.com/reports/ftit> : European Business Review
- <http://www.itweek.co.uk/ebusiness> : news and reports
- <http://www.businessweek.com/ebiz/> : Business Week on line e-business
- www.wilsonweb.com : E-marketing principles and practice.
- <http://www.newarchitectmag.com/> : tutorials, technology strategies
- www.bpubs.com/Internet_and_E-Commerce/Strategies_and_Models/
- www.businessmedia.org : management issues of value creation in the Digital Economy
- <http://ecommerce.about.com> the ecommerce end of the About series
- www.cio.com/research/ec/ : CIO magazine online
- www.useit.com ; Jakob Nielsen's website
- <http://www.isc.org/> ; Internet systems consortium
- <http://www.enterprise-ireland.com/ebusiness/> : open up to ebusiness
- <http://www.webpronews.com/ebusiness/ebusiness.html>
- <http://www.ecommerce-guide.com/>
- www.ecommercetimes.com
- www.forrester.com
- www.uidesign.net
- www.zdnet.com
- <http://www.ebusinesshelpsite.com/>

What a Graduate Should Know and be able to do on successful completion of the Programme

Programme Outcomes

The MSc in International Business programme provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

i) Knowledge and understanding of:

- K1** critical awareness of the main issues, theories, methodologies, practices, literature and legislative frameworks and that are central to international businesses and how they are managed
- K2** the relationship between international business subjects and possible contexts, including political, legal, economic and institutional issues, views and doctrines;
- K3** globalisation, its processes and its implications for future of Irish businesses and the external environment within which they operate
- K4** the impact of culture on the management practices of international organisations in different countries
- K5** the role of the international manager and the challenges that they face
- K6** recent trends and developments in international business and international trade
- K7** a range of decision making tools used in international business
- K8** the institutions and forces that shape the development of international business
- K9** research methodologies relevant to the conduct of the dissertation.

ii) Cognitive skills

By the end of this programme, students should demonstrate the ability to:

- C1 Read a range of complex works about subjects and accurately describe and critically evaluate theories, tools and models in the field of international business
- C2 Reflect on their learning experience, including seeking and making use of feedback
- C3 Understand and apply different types of written and spoken language correctly in a variety of situations
- C4 Analyse and critically evaluate primary and secondary information collected from research;
- C5 Creatively and originally apply knowledge from different approaches to international business issues and problems
- C6 Collate and synthesise facts and effectively formulate *and solve* problems
- C7 Act independently in planning and managing their learning with limited guidance

iii) Practical\professional skills

By the end of this programme, students should demonstrate the ability to:

- P1 complete a problem solving dissertation on a specialised area of study using the appropriate level of detail, argument and complexity for business practitioners and academic supervisors
- P2 critically analyse subject specific knowledge and apply academic theory to real world business practice to formulate solutions to international business issues and problems
- P3 use interpersonal skills including effective listening, negotiating, and to work effectively as part of a team
- P4 effectively conduct research into international business issues
- P5 present research findings both orally and in writing, using a range of media
- P6 demonstrate project management skills

iv) Transferable skills

By the end of this programme, students should demonstrate the ability to:

- T1** Develop a range of management skills required to become an effective manager in international business situations, such as time management, team management, ability to set priorities, leadership skills etc.
- T2** Work reflectively and sensitively with others from other cultural backgrounds either on an individual basis or in groups
- T3** Complete individual research projects and assignments within set deadlines
- T4** Deal with complex issues both systematically and creatively and make sound judgements and decisions in the absence of complete data
- T5** Develop interpersonal and communication skills, including presentation and written
- T6** Ability to communicate ideas effectively both orally and in writing, using a range of media
- T7** Take responsibility for continuing to develop their knowledge and skills
- T8** Use information technology resources with confidence and ability. (e.g. Ability to acquire and analyse data and information using statistical packages, use of the Internet, use of library's on-line systems)
- T9** Work in a multidisciplinary team and communicate with the members of the team in an effective manner.
- T10** Use creativity and innovation in order to solve different types of problems
- T11** The use of a foreign language in order to understand and express themselves in an international business context