ES919-15 eBusiness Fundamentals (eBF)

20/21

Department
 WMG
Level
 Taught Postgraduate Level
Module leader
 Margaret Low
Credit value
 15
Module duration
 2 weeks
Assessment
 Multiple
Study location
 University of Warwick main campus, Coventry

Description

Introductory description

The module addresses accelerating change and competitiveness in a client-driven environment, the use of ever more sophisticated IT and emerging lifestyles whilst maintaining robust core business values and commercial and operational integrity.
This module allows the participants to examine the impact of eBusiness techniques on individual organisations, and it provides a structure within which delegates are able to place learning from subsequent specialist modules in context.
It enables delegates to approach the use of developing electronic technologies for business management from a new perspective. In the past the use of communication has been used as an enabler to enhance business practice. In this module participants will consider the eBusiness and eCommerce techniques as a structural core around which traditional business processes can be mapped, thus providing organisations with the potential for massive improvement in the way in which their enterprises are managed.
Alongside shared content, which focuses on the fundamentals of eBusiness practice across the full breadth of its applications, participants will also cover a set of topics and activities focusing on a pre-selected specialism. These specialisms allow a focus on specific applications and industries relevant to the specialism, but across a set of shared themes that are covered in all specialisms. In other words, all participants cover the same themes, but for some of these the context in which

they are covered varies based on specialism.

The module incorporates two group-based, in-module projects that participants will engage in. The first is an industry consultancy project where participants are required to evaluate the impact of eBusiness technologies (related to their specialism) on that industry, as well as to evaluate potential future changes. The second is the creation of a Wiki section (online, collaboratively-built web pages) to publish their research on a topic linked to their specialisation. The first project is assessed via presentation, and the second on the content produced (the Wiki) and a reflection exercise (marks are attributed to the post module assignment component of 85%).

Module aims

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Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- eBusiness Core Concepts
  o Key Topics in eBusiness
  o Research Themes in eBusiness
- Management of eBusiness
  o Information Systems

- o International eBusiness
- o eBusiness Security
- o eSupply Chain Management
- eBusiness Applications
  - o Digital Marketing
  - o Knowledge Management
  - o Big Data and Data Science
  - o eTransformation and Collaboration
- Specialisms
  - o Current Trends
  - o Case Studies
  - o Data Analysis Methods
  - o Applications
  - o Management Issues
  - o Industry Consultancy Projects
- Collaborative work
  - o Building and editing a wiki website.

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate a comprehensive understanding of the key drivers and uses of eBusiness technology in organisations
- Critically evaluate specific eBusiness technologies and techniques, and assess their impact upon existing business models
- Critically evaluate new opportunities to support and optimise business processes using eBusiness technologies and methodologies
- Interpret and evaluate complex organisational problems and requirements
- Apply advanced and cutting-edge online technologies for collaboration and to produce and publish research outputs

Indicative reading list

Chaffey D (2014). Digital Business and E-Commerce Management. Pearson: Harlow, UK. ISBN-13: 978-0273786542.
Jelassi T, Enders A and Martínez-López FJ (2014). Strategies for e-Business: Creating value through electronic and mobile commerce. Pearson: Harlow, UK. ISBN-13: 978-0273757870.
Kaufman A and Horton C (2015). Digital Marketing: Integrating strategy and tactics with values; a guidebook for executives, managers, and students. Routledge: New York, NY; and London, UK. ISBN-13: 978-0415716741.
Kim G, Behr K and Spafford G (2013). The Phoenix Project: A novel about IT, DevOps, and helping your business win. IT Revolution Press. ISBN-13: 978-0988262591
Laudon KC and Traver CG (2016). E-commerce 2016: Business, technology, society. Pearson: Harlow, UK. ISBN-13: 978-1292109961.
Mayer-Schönberger V and Cukier K (2013). Big Data – A Revolution That Will Transform How We Live, Think and Work. John Murray: London, UK. ISBN-13: 978-184854790

Meier A and Stormer H (2009). eBusiness & eCommerce: Managing the digital value chain. Springer: Berlin, DE and London, UK. ISBN-13 978-3540893288.

Reis E (2011). The Lean Startup: How constant innovation creates radically successful businesses. Penguin: London, UK. ISBN-13: 978-0670921607

Turban E, Outland J, King D, Lee J, Liang T and Turban D (2018). Electronic Commerce 2018: A managerial and social networks perspective. Springer: Cham, CH. ISBN-13: 978-3319587141.

[View reading list on Talis Aspire](#)

Subject specific skills

Identify the key drivers and uses of eBusiness technology in organisations; evaluate how eBusiness technologies and techniques impact upon business models and identify new opportunities to support and optimise business processes.; create and publish information using online collaborative tools.

Transferable skills

Communication, Teamwork and working effectively with others, Information literacy, Digital literacy, Problem Solving

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Study

Study time

Type	Required
Lectures	15 sessions of 1 hour 30 minutes (15%)
Practical classes	13 sessions of 1 hour 30 minutes (13%)
Other activity	18 hours (12%)
Assessment	90 hours (60%)
Total	150 hours

Private study description

No private study requirements defined for this module.

Other activity description

Online collaborative activity using a Wiki tool (18 hours approximately).

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A1

	Weighting	Study time
Assessed work as specified by department	100%	90 hours

6000 words Post Module Assignment 85%
In-module Assignment (presentations) 15%

Assessment group R

	Weighting	Study time
Assessed work as specified by department	100%	

100% Assignment

Feedback on assessment

For post module work – individual feedback on PMA.

Availability

Courses

This module is Core for:

- eBusiness Managament