

# ES919-15 eBusiness Fundamentals (eBF)

**22/23**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

Margaret Low

**Credit value**

15

**Module duration**

3 weeks

**Assessment**

Multiple

**Study locations**

University of Warwick main campus, Coventry Primary

Distance or Online Delivery

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## 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.

### Module aims

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.

## **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 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	17 sessions of 1 hour (11%)
Practical classes	16 sessions of 1 hour (11%)
Total	150 hours

Type	Required
Online learning (independent)	27 sessions of 1 hour (18%)
Assessment	90 hours (60%)
Total	150 hours

### Private study description

No private study requirements defined for this module.

### 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 A3

	Weighting	Study time
Post module assignment	80%	75 hours
Business report on digital transformation opportunities for a company in a given industry		
Group web content build	20%	15 hours
Students create, build and edit appropriate website content		

#### Assessment group R2

	Weighting	Study time
Post Module Assignment	100%	
Business report on digital transformation opportunities for a company in a given industry		

### Feedback on assessment

For post module work – individual feedback on PMA.

### Availability

### Courses

This module is Core for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)