

ES919-15 eBusiness Fundamentals (eBF)

24/25

Department

WMG

Level

Taught Postgraduate Level

Module leader

Margaret Low

Credit value

15

Module duration

4 weeks

Assessment

100% coursework

Study locations

University of Warwick main campus, Coventry Primary

Distance or Online Delivery

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 introduces key concepts, technologies and techniques in digital business and their impact on organisations.

Module aims

This module allows the participants to examine the impact of digital business techniques on individual organisations, and it provides a structure within which participants are able to place learning from subsequent specialist modules in context.

It enables participants to approach the use of developing digital 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 digital business and digital commerce 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 digital business 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.

- Digital Business Core Concepts
 - o Key Topics in Digital Business
 - o Research Themes in Digital Business
- Management of Digital Business
 - o Information Systems
 - o International Digital Business
 - o Digital Business Security
 - o Supply Chain Management
 - o Digital Marketing
 - o Knowledge Management
 - o Big Data and Data Science
 - o Digital Transformation 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 Developing a digital knowledge resource

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 assess their impact upon existing business models
- Critically evaluate new opportunities to support and optimise business processes using eBusiness methodologies
- Interpret and evaluate complex organisational problems and requirements
- Collaboratively develop an information resource using online technologies.

Indicative reading list

Highly Recommended Reading

Laudon, K.C. & Traver, C.G. 2021, E-commerce: business, technology, society, Global;Sixteenth; edn, Pearson, New York;Harlow, England;.

Chaffey, D., Hemphill, T. & Edmundson-Bird, D. 2019, Digital business and e-commerce management, Seventh edn, Pearson, Harlow, England.

Turban, E., Outland, J., King, D.R., Lee, J.K., Liang, T. & Turban, D.C. 2018, Electronic commerce 2018: a managerial and social networks perspective, Ninth edn, Springer, Cham.

Jelassi, T. & Martínez-López, F.J. 2020, Strategies for e-Business: concepts and cases on value creation and digital business transformation, 4th edn, Springer, Cham.

Business transformations in the era of digitalization, 2019, IGI Global, Hershey, Pennsylvania.

[View reading list on Talis Aspire](#)

Subject specific skills

Identify the key drivers and uses of Digital business technology in organisations, evaluate how Digital technologies and techniques impact upon business models, 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

Study

Study time

Type	Required
Lectures	20 sessions of 1 hour (13%)
Seminars	10 sessions of 1 hour (7%)
Practical classes	(0%)
Online learning (independent)	30 sessions of 1 hour (20%)
Other activity	30 hours (20%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

No private study requirements defined for this module.

Other activity description

students come from a variety of different backgrounds, so some aspects of the course may not be familiar to them. This allowance gives them time to direct their own learning.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A5

	Weighting	Study time
Business Report	70%	42 hours
Business report on digital transformation opportunities for a given industry		
Group Assessment	30%	18 hours
Student presentation on the development of a knowledge resource. Peer marking process will be adopted.		

Feedback on assessment

Verbal feedback for the group assessment. Written feedback for the assignment.

Availability

Pre-requisites

Courses

This module is Core for:

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