

CPIS-486 Syllabus

Catalog Description

CPIS-486 E-Business Strategies

Credit: 3 (Theory: 3, Lab: 1, Practical: 0)

Prerequisite: BUS -232 , CPIS-483

Classification: Elective

The objective of this course is to explore e-business strategies for Information systems and the infrastructure required for web-based business models. Topics include E-Business and virtual organizations, characteristics of virtual organizations, e-business models, globalization on SME e-business, strategy evaluation to change e-business, virtual infrastructure, culture to contact external bodies and participate in e-business, developing strategies for virtual organizations, IS plans and strategies of e-business, and converting to e-business strategies of e-markets.

Class Schedule

Lab/Tutorial 90 minutes 1 times/week

Meet 50 minutes 3 times/week or 80 minutes 2 times/week

Textbook

Janice Burn, Peter Marshall, Martin Barnett, , "E-Business Strategies for Virtual Organizations", Routledge;(2002)

ISBN-13 9780750649438

ISBN-10 0750649437

Grade Distribution

Week	Assessment	Grade %
1	Graded Lab Work 1	1
2	Graded Lab Work 2	2
3	Graded Lab Work 3	1
4	Quiz 1	5
5	Graded Lab Work 4	2
6	Graded Lab Work 5	1
6	Exam 1	15
7	Graded Lab Work 6	2
8	Graded Lab Work 7	1
8	Quiz 2	5
9	Graded Lab Work 8	2
10	Graded Lab Work 9	2
11	Graded Lab Work 10	1
11	Exam 2	15
13	Group Project	15
16	Comprehensive Final Exam	30

Last Articulated

January 3, 2018

Relationship to Student Outcomes

a	b	c	d	e	f	g	h	i	j
		x				x		x	

Course Learning Outcomes (CLO)

By completion of the course the students should be able to

1. Define e-business and new e-business environment (c)
2. Describe e-business classifications (c)
3. Discuss role of internet in e-business (g)
4. Explain the role of ICT in e-business (i)
5. **Define information economy (c)**
6. Describe new rules of informatin economy (g)
7. **Describe theory of transaction cost of economic (i)**
8. Define Web strategy (g)
9. **Describe the phenomena of unbundling the organizations (i)**
10. **Explain different types of innovations and their impact on organizations (g)**
11. Describe the process of shifting from products to solutions (c)
12. **Explain the process of shifting from solutions to services (i)**
13. Explain different types of business models (g)
14. Describe e-business building blocks (i)

Coordinator(s)

Dr. Usman Ali Khan, Associate Professor

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Topics Coverage Durations

Topics	Weeks
Introduction	1
What is E-Business and Does it Still Matter	2
The 'ICT Revolution' and the Information Economy	2
The Network Economy New Rules of the Game	2
How the Internet Redefines Organizational Boundaries: A transaction Cost Analysis	1
New Strategies for the Network Economy Web Strategy, Business Unbundling, and Virtual Organization	1
Managing Disruptive Strategic Innovation in the New Economy	1
Strategic Reorientations in the Network Economy: From Products and Services to Solutions and Experiences	2
Emerging E-Business Models in the Network Economy	1
Discussion and Revisions	1