

e-Business

Course Objectives

Upon successful completion of this course the student will be able to understand the e-business concepts and how it is different from e-commerce. Moreover, the student will be able to understand the e-business models and infrastructure. Students will learn how e-business concepts are applied to different fields, such as: education, banking, tourism and so on. Moreover, this course will inspire students with online business ideas and motivate them to apply what they learned in the real life.

Syllabus

Overview of e-Business, e-Business Strategy, e-Markets, e-Business Applications, e-Procurement, e- Payment Systems and Security and Reliability of e-Business, e-Business and Selected Industries and e- Business Start-up.

Expected Outcomes

Upon completion of this course, the students will be able to:

1. Examine systematically the planning mechanisms in an enterprise, and identify all Understand e- Commerce and e-Business and their types.
2. Understand the e-Marketplaces.
3. Understand the main e-Business Models.
4. Understand some innovative e-Business systems like in e-Leaning, e-Government, e-Tourism
5. Understand the requirements for starting an online business.

References

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17. Efraim Turban, Jae K. Lee, David King and, Michael Chung, Electronic Commerce: A Managerial Perspective, Pearson Education, 1999

18. William Horton and Katherine Horton, E-learning Tools and Technologies: A consumer's guide for trainers, teachers, educators, and instructional designers, Kindle Edition, Wiley Publishing, 2008
19. Thaer Sabri, e-Payments: A Guide to Electronic Money and On-line Payments, Butterworths Law, 2002
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21. Ravi Kalakota and Marcia Robinson, e-Business: Roadmap for Success (Information Technology), Addison Wesley, 1999
22. Ohad Samet, Introduction to Online Payments Risk Management, Kindle edition, O'Reilly Media, 2013
23. Various articles from e-Commerce Times, <http://www.ecommercetimes.com/>
24. e-Business and e-Commerce, <http://www.peterindia.net/E-businessOverview.html>

COURSE PLAN

1 Overview of e-Business

e-Business –e-Business vs. e-Commerce, Characteristics of e- Business, Elements of an e-Business solution, e-Business Models, Internet marketing and e-Tailing, e-Business roles and their challenges, e-Business requirements, Impacts of e- business, Inhibitors of e-Business; Define e-Marketplace and Describe their Functions; e-Marketplace types and their features.

2 e-Business Strategy

e-Business Strategy – Strategy, Strategic positioning, Levels of e-Business strategy, The strategic planning process, Strategic alignment, The Consequences of e-Business – theoretical foundation – Theory of competitive strategy, The resource- based view, Transaction cost economics; Success factors for implementation of e-Business strategies;

Business models – definition, classifications of business models – Internet-enabled business models, Value Web business models, The e-Business-enabled business models, Market participants business model, Cybermediaries business model;

e-Business and value chain – The Business unit value chain, Value Chain Analysis, Value Stream Analysis, Unbundling the business unit value chain, the industry value chain.

First Internal Examination

3 e-Markets

Electronic Markets – Working, Functional characteristics of business-to-business e-Markets, Classification of electronic markets, Market making mechanisms, Biased or unbiased markets; Functions of electronic markets, electronic markets vs traditional markets, Personalization and customization, Information goods, Search, Transaction mechanisms, Price discovery, Facilitation, Electronic invoicing and payment; Effects of electronic markets - impact, stakeholders – buyers, suppliers, investors and service suppliers; e-Market success factors.

Second Internal Examination

4 e-Business Applications, e-Procurement, e-Payment Systems and Security and Reliability of e-Business Integration and e-Business suits; ERP, eSCM, CRM; e- Procurement definition, processes, methods and benefits; e-Payment; Reliability and quality considerations, quality requirements, trust, e-business risks; e-Business security – application security requirements, security mechanisms for e- Business; Realizing a secure e-Business infrastructure – Infrastructure availability, Network level security, Secure communications, Digital certification and trusted third parties, Trust services overview.

5 e-Business and Selected Industries and e-Business Start-up e-Tourism; Employment and Job Market Online; Online Real Estate; Online Publishing and e-Books; Banking and Personal Finance Online; On-Demand Delivery Systems and E-Grocers; Online Delivery of Digital Products; Entertainment; Media.

e-Business Start-up – funding options; web site development basics, Search Engine Optimization (SEO); evaluate various e- Business websites on design criteria; Payment gateways; Challenges in e-Business; Risks involved in e-Business; Business Continuity.

Final Examination