

Program Content

Semester	VI		
Course Code:	IT6506		
Course Name:	e-Business Technologies		
Credit Value:	3 (2L + 1P)		
Core/Optional	Optional		
Hourly Breakdown	Theory	Practical	Independent Learning
	30 Hrs	30 Hrs	90 Hrs

Course Aim/Intended Learning Outcomes:

On successful completion of this module, the students will be able to,

- Identify the concepts of eCommerce and eBusiness.
- Describe the eCommerce and eBusiness infrastructure and trends.
- Analyse different types of technologies and deployment methodologies.
- Analyse real business cases with respect to their eBusiness strategies.
- Follow eTransformation processes and methodologies.
- Integrate theoretical frameworks with business strategies.

Course Content: (Main Topics, Sub topics)

Topic	Theory (Hrs)	Practical (Hrs.)
1. Introduction to eBusiness and eCommerce	02	-
2. Evolution of eMarketplaces	04	-
3. eBusiness Applications & Success Stories (Case Studies from few industries)	03	-
4. Development of eBusiness Strategies	05	01
5. eBusiness Models and Revenue Models	05	01
6. Digital Marketing Strategies	02	05
7. eBusiness Transformation	04	01
8. e-Supply Chain Management (eSCM)	02	05
9. e-Customer Relationship Management (eCRM)	02	05
10. Entrepreneurial Opportunities in eBusiness	01	12
Total	30	30

1. Introduction to eBusiness and eCommerce (2 hours) [Ref: Teacher's note]

- 1.1. Introduction to eBusiness
- 1.2. Classification of eBusiness (B2C, B2B, C2C, B2G,...)
- 1.3. Advantages and disadvantages of eBusiness
- 1.4. The eBusiness Environment
- 1.5. Customer business interaction in eBusiness

2. Evolution of eMarketplaces (4 hours) [Ref: Teacher's note]

- 2.1. Identify traditional business models and new business models
- 2.2. Describe the technologies enabling new business models
- 2.3. Direct-to-customer interaction
- 2.4. Mass customisation
- 2.5. Virtual organisation

3. eBusiness Applications & Success Stories (3 hours) [Ref: Teacher's note]

- 3.1. Ride-Hailing Apps
 - 3.1.1. Uber
 - 3.1.2. PickMe
- 3.2. Online Ordering
 - 3.2.1. Uber Eats
 - 3.2.2. PickMe Food
- 3.3. Online Education
- 3.4. Online Banking

4. Development of eBusiness Strategies (5 hours) [Ref: Teacher's note]

- 4.1. The business environment
- 4.2. Driving forces for change
 - 4.2.1. Technical forces
 - 4.2.2. Business-driven forces
 - 4.2.3. External forces
 - 4.2.4. Internal forces
- 4.3. Customer disruption
- 4.4. Product disruption
- 4.5. Price disruption
- 4.6. Intelligent agents

****Guided Practical: See Annex A**

5. eBusiness Models and Revenue Models (5 hours) [Ref: Teacher's note]

- 5.1. Direct-to-customer model
- 5.2. Supply chain model
- 5.3. Full-service provider model
- 5.4. Revenue sharing model
- 5.5. Digital value hub
- 5.6. Global trade platform

****Guided Practical: See Annex B**

6. Digital Marketing Strategies (2 hours)

- 6.1. Theories related to Digital Marketing and Social Media Marketing [Ref 1: Page 7 - 12]
- 6.2. Facebook [Ref: Teacher's note]
 - 6.2.1. Creating a Facebook page
 - 6.2.2. Creating a targeted ad in Facebook
 - 6.2.3. Facebook business suite
- 6.3. Instagram [Ref: Teacher's note]
 - 6.3.1. Creating a business account on Instagram
 - 6.3.2. Creating a targeted ad on Instagram
- 6.4. Twitter [Ref: Teacher's note]
 - 6.4.1. Twitter Ads

****Guided Practical**

At the end of the section, students are guided to complete the following practical;

- Create a Facebook Page, Instagram business account and a Twitter account for your small business (This can be real or hypothetical.)

7. eBusiness Transformation (4 hours) [Ref 2]

- 7.1. Stage 1: Environmental Analysis
- 7.2. Stage 2: e-Business Goals/ Strategies
- 7.3. Stage 3: eReadiness (Internal/External)
- 7.4. Stage 4: eTransformation Roadmap
- 7.5. Stage 5: eTransformation Methodology
- 7.6. Stage 6: eSystems
- 7.7. Stage 7: Evolution Change Management

****Guided Practical: See Annex C**

8. e Supply Chain Management (2 hours)

- 8.1. SCM applications and their features and functionalities [Ref 1: Page 247 - 291]
- 8.2. Case Study - Ebay [Ref 1 : Page 34 - 37]
- 8.3. Ebay [Ref : Teacher's note]
- 8.4. Daraz [Ref : Teacher's note]

****Guided Practical**

At the end of the section, students are guided to complete the following practical;

- Create an eBay account and list an item for selling
Note - Use appropriate measures to ensure students do not incur any monetary loss (e.g. - Using appropriate shipping costs, checking legal regulations on shipping the listed item etc.)

9. e Customer Relationship Management (2 hours)

- 9.1. CRM applications and their features and functionalities [Ref1: Page 387 - 465]
- 9.2. Search Marketing [Ref: Teacher's note]
- 9.3. Google Analytics [Ref: Teacher's note]
- 9.4. Google My Business [Ref: Teacher's note]

****Guided Practical**

At the end of the section, students are guided to complete the following practical;

- Create a WordPress website (Can use a FREE domain and hosting)
- Connect Google Analytics account to the created website

10. Entrepreneurial Opportunities in eBusiness (1 hour) [Ref: Teacher's note]

- 10.1. Fiverr
- 10.2. Google AdSense and AdMob
- 10.3. Dropshipping
- 10.4. Affiliate marketing
- 10.5. Cryptocurrency

****Guided Practical**

At the end of the section, students are guided to complete the following practical;

- Create a Fiverr account and post a Gig

****Guided Practical**

At the end of the section, students are guided to complete the following practical;

- Sign up for AliExpress affiliate marketing program.
- Generate an affiliate URL

****Guided Practical**

At the end of the section, students are guided to complete the following practical;

- Install NiceHash and start mining a cryptocurrency

Teaching /Learning Methods:

You can access all learning materials and this syllabus in the VLE: <http://vle.bit.lk/>, if you are a registered student of the BIT degree program.

Assessment Strategy:

Continuous Assessments/Assignments:

In the course, case studies/Lab sheets will be introduced, and students have to participate in the learning activities.

Final Exam:

The final examination of the course will be held at the end of the semester. The course is evaluated using a two-hour question paper consisting of 4 structured questions.

References/ Reading Materials:

- **Ref 1.** Digital Business and e-Commerce Management: Strategy, Implementation and Practice, 6th Edition, Dave Chaffey. Available from <https://www.pdfdrive.com/digital-business-and-e-commerce-management-strategy-implementation-and-practice-e181134696.html>

Additional Material

- **Ref 2. The Seven E's in eTransformation – A strategic eTransformation Model**
https://www.researchgate.net/publication/266472644_THE_SEVEN_E'S_IN_eTRANSFORMATION_-_A_STRATEGIC_ETRANSFORMATION_MODEL

Further Reading

- Digital Marketing for dummies by Ryan Deiss and Russ Henneberry (2nd Edition)
<https://www.pdfdrive.com/digital-marketing-for-dummies-e158039029.html>

Annex A - Guided Practical For Section 4 - Development of eBusiness Strategies

Use the following case study to carry out the activity given below.

“BabyLove” is a day-care centre for preschoolers (ages 1-5 years).. It has been in operation for the last five (5) years and has the capacity to look after 25 children in their childcare centre located in Rajagiriya. It has a spacious garden and a wall around the entire premises. They have 8 female assistants to look after the children, 1 nurse to attend to sick babies, 1 labourer to clean the premises and a security person working at BabyLove at any given moment. The assistants have diplomas in childcare or have followed Montessori courses. Therefore, they are highly skilled and are capable of nurturing kids and toddlers. The owner Mrs. Joy Perera had been working in a Montessori in Australia for the last 15 years before she commenced the childcare centre at Rajagiriya.

The classrooms are tidy, have a lot of educational toys, activities and have utmost care for the security of the children. There are many outdoor activities as well, such as a sandpit, play area, climbers, swings, see-saw, gardening space and a play area as well. Babysitters and carers are all trained in first aid as well. Although the childcare centre is open from 7.30 am to 1.30 pm, there are many requests to keep it open till 6 pm till the parents finish their work and pick up the children. This needs additional facilities and will incur additional fees. Furthermore, there are other requests coming from parents for after school care for 5 – 8 years old and that request is also being considered. Parents are also very demanding, wanting more and more facilities and learning activities for their children compared with other childcare centres.

Mrs Joy wants to expand the childcare centre to include parents' requests and wishes to carry out marketing electronically using web-based solutions and social media marketing. She also wants to open another centre in Dehiwala to care for another 20 children. She wishes to include the children's progress, messages to parents, monthly payments, reminders to parents and many more activities through their web-based system. Furthermore, BabyLove wants to market to the higher income group of the society as well as to people living not only in and around the centre but also to people who travel along that route to work. Since there are many Monitories and Day Care centres in these areas, there is heavy competition to get new admissions from affluent parents. There are also strict government guidelines to be followed by Child Care providers to ensure the safety of the children.

The IT company you work in as a software engineer has been hired to eTransform the company. You are asked to identify the business opportunities for this venture and develop a plan to eTransform the company to do most of their business, marketing/ administrative tasks online.

Activity :

1. Carry out a Situational Analysis (SWOT Analysis) for “BabyLove”. Identify the Strengths, Weaknesses, Opportunities and Threats for this company.
2. Carry out Michael Porter’s Five Forces analysis on this company and propose two (2) eBusiness strategies to deal with the situation to minimise the forces.

Annex B - Guided Practical For Section 5 - eBusiness Models and Revenue Models**Activity:**

State whether the following statements are ‘true’ or ‘false’? Justify your answer using illustrations and an example each.

1. “When the ‘bargaining power of suppliers is high and ‘the rivalry among the competitors’ is low, a company can use the ‘revenue-sharing eBusiness model’ to lower the power of suppliers.”
2. “When the ‘threat of new entrants is high in industry and ‘the rivalry of competitors’ is high, the existing companies could use the ‘Digital Value Hub’ ebusiness model to lower the competitiveness faced by the company.
3. “When the ‘bargaining power of customers’ are high, an airline ticketing company can use the ‘full-service provider model’ to lower the power of customers.”
4. “When the ‘rivalry among existing companies’ are high in an industry, companies could use the ‘digital value hub model’ to deal with the situation and lower the competition.”

Annex C - Guided Practical For Section 7 - eBusiness Transformation

Use the following case study and help the company to eTransform using the methodology - 7Es in eTransformation.

“Chocos” is the market leader in the chocolate industry in Sri Lanka that has been operating in the market for the last thirty (30) years. It had a market share of over 70% in the 1990s and lost its share to foreign chocolate brands and currently has a share of 52% but is still maintaining the position of a market leader with some difficulty. The market seems saturated with many local and foreign competitors and importers with many products.

Their factory uses state-of-the-art machinery and 100% cocoa butter from the cocoa produced entirely in Sri Lanka. Their raw materials depend entirely on Sri Lankan suppliers who have a strong united association. It has a well-trained labour workforce of over 500 in 3 factories situated in different parts of the country. “Chocos” does their own research and development to come up with new products and has over 50 distributors island-wide with a fleet of sales representatives working for them.

“Chocos” used to market and sell their products outside Sri Lanka. However, their market is shrinking in the global market due to heavy competition. Their local and international marketing strategy seems to be not very focused as it has not given exposure to their range of products. They have a B2C web-based solution that the company uses to market their products to customers. It has the facility to view the products and link up with the 3 factories. However, other interactivity such as online ordering, supplier

management, and customer management is not incorporated. They hardly use Internet-based marketing to promote their products in the local/global market.

As a newly recruited Management Trainee, you are expected to properly analyse and develop strategies to market the products in the local/global market. You are expected to strengthen the online collaborations you can establish with customers, suppliers, partners, corporate customers, regions, other products and other industries that deal with chocolate-based products.

Activity

1. There are many aspects that an organisation should look into when eTransforming from a traditional business to an eBusiness. Illustrate and briefly discuss how the above company would use the 7Es in eTransformation methodology and its stages to achieve its business expansions and goals.