Introduction to the course

E-business

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INTRODUCTION

- Course name: E-business
- Course length: Completion in 15 weeks
  (04/04/25 – 11/07/25)
- Number of credits: 4 (3 Lectures – 1 Lab)
- Description
- Contents
- Assessment
- Requirements and Expectations
- References

DESCRIPTION

- The course helps master students to understand the importance of e-business.

- Master students can understand strategies and technologies that used in e-business.

- The lecture identifies the trend of cutting-edge technologies to manage online business.

- Master students analyze case studies to recognize issues of organization's e-business.

CONTENTS

- Chapter 1: Overview of E-business

- Chapter 2: E-business strategy

- Chapter 3: Technology for e-business

- Chapter 4: Identifying and implementing E-business

- Chapter 5: Further contemporary studies of E-business

ASSESSMENT

- Final exam: 50% (Theory)
- Seminar (20%)
- Project (30%)

Notes:

- If the assignment submission is late in one day, it will be minus a 20% score.
- Conversely, it will be considered as not submitting the assignment when submission is late more than one day..

ASSESSMENT (Cont.)

- Seminar:

  ➤ Master students can study and present any scientific article about e-business based on international scientific journals published within the recent three years (Q3 or higher, Scopus/ISI indexes).

  ➤ Your presentation must follow many steps, including analysis, evaluation of reliability, and practicability of the paper's content if deployed in actual activity.

ASSESSMENT (Cont.)

- Seminar topics:

  ➢ ICT impact on digital economy and e-business.

  ➢ Security models for e-government applications.

  ➢ Social media marketing.

  ➢ Security threats in e-commerce.

  ➢ Security, Trust & Protection.

  ➢ E-Collaboration.

  ➢ Comparing the benefits of e-commerce in different fields.

ASSESSMENT (Cont.)

- Seminar topics:

  ➤ Using business process reengineering to integrate e-commerce into a company.

  ➤ Benefits of using e-commerce to both buyers and sellers.

  ➤ Regulations and standards that guide the implementation of e-commerce.

  ➤ Challenges to e-services in the developing world.

  ➤ Effect of bitcoin on the future of e-business.

ASSESSMENT (Cont.)

- Seminar topics:

  - ➢ E-business models for financial services and internet banks.

  - ➢ Outsourcing and E-business technologies.

  - ➢ Sustainable E-business.

  - ➢ Virtual Organization.

  - ➢ Social media-based e-business models.

  - ➢ …

ASSESSMENT (Cont.)

- Project:

➢ Master students can deploy, analyze, design, and implement any practical topics related to e-business in the existing world.

➢ Master students who joined some projects can share experiences about real projects related to e-business. Project's content needs to focus on an analysis of opportunities, threats, strengths, weaknesses, technologies, strategies, implementation of e-business, and other related issues.

REQUIREMENTS & EXPECTATIONS

- Master students must spend their time in self-study to learn more related materials below following the lecturer's guidance that develop the ability to work independently.

- Master students must conduct seminars to enhance their research skills.

- Master students who are absent more than 30% of class sessions will not be allowed to take the final exam.

- Final exam format: Q&A or Essay.

REFERENCES

[1]. Gary P. Schneider, *E-Business* (12th edition), Cengage Learning, 2017.

[2]. Kenneth. C. Laudon & Carol Guerico Traver, *E-Commerce business-technology-society* (16th edition), Pearson Education Limited, 2021.

[3]. Dave Chaffey, *E-Business and E-Commerce Management: Strategy, Implemetation and Practice* (5th edition), Pearson Education, Financial Times Press, 2011.

[4]. Ronald Anderson, *E-Commerce Business-The Ultimate Guide to Make Money Online From Home and Reach Financial Freedom Passive Income Ideas*, Independently published, 2020.

[5]. Colin Combe, *Introduction to E-business management and strategy*, Taylor & Francis Group, 2013.