



Faculty of Information Technology, University of Moratuwa  
Department of Interdisciplinary Studies

**Discussion Outline**

**Course Code: IS4320 Course Title: eBusiness Management**

B.Sc. (Hons.) in IT / B.Sc. (Hons.) in ITM - Level 3, Semester 1

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**Lecturer:** Dr. B. L. D. Seneviratne

**Tutorial :** Mrs. Ruwanthika and Ms. Uyani

**Course information:**

No of credits : (GPA/Non GPA)	2.5 GPA	Lectures/week (Hrs) :	2	Practical/week (Hrs) :	2
Pre-requisites :	None	Corequisites :	None	Compulsory/Elective	E

**Course Schedule:**

	Day	Time	Location
<b>Lecture</b>	Thursday	08.15 to 10.15	L1 Classroom
<b>Laboratory/Tutorial</b>	Friday	15.30 to 17.00	L1 Classroom

**Evaluation of Performance:**

- Continuous Assessment – Two Assignments (DIO Project and Case Presentation)
- Eligibility to sit the final examination: 80% Attendance + 40% Continuous Assessment
- Final Evaluation – 50% End of semester examination + 50% Continuous Assessments

**Learning Outcomes:**

By the completion of this module, the student should be able to;

- Describe the role of e-business in the world of business
- Demonstrate knowledge of analyzing the business to integrate technology
- Examine ways to enhance the business operations through technology
- Evaluate the strategic options for business integration
- Develop e Business conversion strategies and present a business conversion plan

## **Course Outline:**

1. e Business Technologies –Introduction
  - Introduction the fabric of eBusiness
  - eCommerce Classification
  - Ten Rules of eBusiness
  - eBusiness Models
  - Barriers to business adoption
2. eBusiness and environmental study
  - Opportunity mapping
  - Profitability assessment of the industry
  - Competitor analysis
3. Considerations on strategy and its formulation for successful eBusiness
  - Competitive advantages & Strategies
  - Gaining Cost Leadership
  - Ensuring Differentiation
4. e Marketing
  - Introduction to eMarketing
  - eCustomers and their behavior
  - eMarketing communication and eAdvertising
  - Search Engine Optimization
5. e-Payment Methods
  - Traditional Payment Methods
  - ePayment Methods
  - Payment gateways
6. Business Process Integration
  - Introduction to value networks (Value Chain and Demin Flow Diagram)
  - Business process analysis
  - Business process modeling
  - Business process integration
7. Customer Relationship Management
  - Introduction
  - CRM Traditional systems
  - CRM Electronic systems
8. Writing a business plan
  - Importance of writing a business plan
  - Stakeholder identification for specific business context
  - General format of a business plan
  - Discussion of each section of such a business plan
9. eBusiness Issues
  - Privacy
  - Ethics
  - Legal environment

### **Recommended Text**

Kalkota, R. and Robinson, M (2005). **E-Business 2.0 Roadmap for Success**. Pearson Education Inc. India 2005

Chaffey D. (2013) **E-Business and E-Commerce Management: Strategy, Implementation and Practice**, Pearson Education Inc. India