Module title
E-Business Strategies

Module code
YEBU

Level
Bachelor (B.Sc.) IW

Hours per week
4

ECTS credits
5

Duration
2 weeks

Module instructor
Dr. David Skelton, Eastern Institute of Technology, Napier, New Zealand

Lecture type
Interactive seminar

Prerequisite(s)
Good academic standing

Grading
Final report (group and/or individual)

Objectives
- To evaluate and analyse the drivers for successful e-business strategies for organisations. Case studies will allow practical experience.

Content
- Learning Outcome 1: Analyse key terminology and evolution of e-business.
- Learning Outcome 2: Apply business and systems modelling to e-business and building e-business competence through concepts and cases. Investigating e-business through case studies and local business websites Examine the design and content of existing websites
- Learning Outcome 3: Analyse the impact of the Internet on the business environment and industry structure. Analyse trends in the macro-environment Examine the industry structure with the five forces framework
- Learning Outcome 5: Analyse and apply concepts of value creation in e-business. Analyse the Internet impacted value chain. Investigate value creation in market spaces.
- Learning Outcome 6: Investigate through cases; the impact of the Internet on the horizontal and vertical boundaries of a company. Examine the concepts of scale and scope. Design the timing of market entry. Determine the reasons for ‘make-or-buy’ decisions in e-business. Assess the ‘unbundling’ of the corporation through the Internet. Assess the integration of e-commerce into the business model.
- Learning Outcome 7: Assess the internal organisation of a firm’s e-business activities. Examine online interactions with customers. Choose the organisational structure for e-business activities.
- Learning Outcome 8: Devises a roadmap for e-business strategy. Design a vision, objective, customer value, market segments, company setup, and business model for case study company formulation. Investigate web-hosting options Investigate site statistics and user navigation

Textbook/teaching material
- Online resources available on Moodle

Note: this is not the official course descriptor according to the “Studien- und Prüfungsordnung” (SPO)