



Course Title: E-Business Management **Course Code:** CSIT402

Credit Units:3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	-	-	-	3

Course Objectives:

- Learn the basics of Electronic businesses (e-business) enabled by new Information Technologies.
- Recognize the organizations' need to constantly adapt to changes that take place in the current atmosphere of businesses.
- Discover opportunities in the environment in order to apply this novel way to innovate and make business.
- Develop strategic, administrative, and operational planning for a new or an already existing business by establishing strategies that use information technologies in core processes of the business, with the purpose of improving its current operative efficiency and turn it into competitive advantage

Student Learning Outcomes:

After the completion of this course,

- The learners will be able to define the meaning and scope of e-business and e-commerce and their different elements.
- The students will understand the adoption process of available e-business technologies and the various barriers in application of e-business technologies.

Prerequisites

The students are expected to possess basic knowledge about application of information technologies and information systems in business. They are expected to be well aware of the usage of internet as a vital medium of conducting business. Further, students are also expected to have basic knowledge of supply chains and marketing channels.

Course Contents/Syllabus:

	Weightage (%)
Module I:	15%
Introduction to e-business Introduction & Overview, Difference between e-commerce vs. e-business, The basics of an electronic business, E-business trends, Administrative and technological implications of electronic businesses, Analysis of an electronic business with regards to economy	

changes, trends, consumer, and competition, Benefits for customers and ultimately the country when applying Internet technology in the businesses, Preservation of the well being of the community by using the Internet with social responsibility	
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Module II	20%
<p>E-business opportunities</p> <p>Types of business, Innovation in business, Presence of national and international businesses, Search of opportunities in order to develop an electronic business, Elements of the business-E-business architecture application framework, Evolution of the sales process, Business forces that define the need for Selling Chain Management, Responsibility to define an adequate integrated applications framework according to the needs of electronic businesses, and of the sales processes that benefit this type of business.</p>	
Module III	15%
<p>Customer Relationship Management</p> <p>The Basics of CRM, Management of customer life cycle: acquisition, enhancement and retention Competition in CRM processes: Cross-selling, Up-selling, direct marketing, customer service and support, field sales, management of retention, Next-Generation of CRM applications, Building the CRM Infrastructure, The importance of technology selection and required investment in order to be successful in the on-line world, Determination of Strengths, Weaknesses, Opportunities, and Threats of/for the business, Guide to carry out a SWOT Analysis, Use of computer applications to analyze business opportunities</p>	
Module IV	15%
<p>Enterprise Resource Planning</p> <p>The Basics of Enterprise Resource Planning, Impact of Enterprise Architecture Planning when implanting an ERP, Support of the commercial ERP's (COTS ERPs) to companies, ERP implementation, Trends in the applications of ERP's, Analysis and benchmark of ERP's characteristics from different vendors, Impact of ERP applications in companies, Supply Chain Management-The Basics of Supply Chain Management, Electronic Supply Chain Management, Future of Electronic Supply Chain Management, Implementing Supply Chain Management, Advantages and disadvantages of the Supply Chain models.</p>	
Module V	15%
E-procurement	

Definitions of procurement, Problems associated to procurement, Applications for electronic procurement (e-procurement), A roadmap for e-procurement in electronic operations, Knowledge Management- The Basics of Knowledge Management (KM) Applications, Types of Knowledge Management Applications, Technological elements for the support of Knowledge Management Applications, Roadmap for Knowledge Management Applications framework, The importance of KM Applications in the international environment of electronic businesses.	
Module VI	15%
E-business Design	
Self-diagnosis of a business, Analysis and definition of the Value Chain, Definition of the specific goals of the business, Roadmap for a transition into an electronic business, Implementing the e-business- e-Business strategy formulation, Considerations to take e-Business design and strategy into action, Creation of an implementation plan, Differences between business case and business plan, Importance of the creation of an implementation plan, Awareness of an adequate assignment of resources.	

Pedagogy for Course Delivery:

Lectures

Guest Lectures

Company Analytics

Group Projects

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	NA	70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References

- Information Systems: Foundation of E-Business by Alter – Pearson Education
- Supply Chain Management by Chopra – Pearson Education
- E-Business: Roadmap for Success by Kalakota – Pearson Education