

BNM735 Electronic Business

Number of Aston Credits: 10

Number of ECTS Credits: 5

Staff Member Responsible for the Module:

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Availability: see office hours on office door

Or contact the Operations and Information Management Group Administrator John Morley, ABS266, Extension 3236

Pre-requisites for the Module:

The module assumes that the student:

- > Has a conceptual and practical understanding of the workings of computers
- Has a basic understanding of how to use browsers
- Is comfortable for searching, reading, and downloading information from the Internet.

Mode of Attendance

Off Campus

Please note that there will be a study session towards the middle of the term. This will include giving a formative presentation (Mini Presentation #1) and group discussion. The date will be provided nearer the time and directions will be given.

Module Objectives and Learning Outcomes:

Electronic business (e-business) poses both a challenge and an opportunity for managers. The manager of the future needs to be able to understand technological



trends, and quickly assess the business opportunities made possible by the rapidly evolving technology. E-business presents opportunities in a variety of contexts. One area is in new information products and services, such as online marketing, electronic publishing and content management, electronic shopping, electronic auction, electronic logistics and operations, electronic communication, and net-enabled transactions. Another area is the organizational challenge of developing streamlined business processes for knowledge management and enterprise integration. Fundamental questions will be addressed, such as: how do you create novel ways to attract and interact with customers? How do you deliver novel services of value to customers?

And how can a firm innovatively use the array of rapidly evolving technologies to gain a competitive advantage in the electronic business realm? As the dizzying pace of evolution in organizational web sites indicates, no organization can afford to be left behind.

At the end of the module students should be able to;

- Understand the different elements of an e- business model
- Develop an effective e- business strategy
- Have developed a broad perspective of the underlying technological infrastructure in order to have a clear idea of the business and organisational possibilities of ebusiness

Module Content:

Given the rapid changes that take place in the area of technology, it is necessary for the structure, content and delivery of the module to change too. However, some indicative content is listed below.

Over the course of the module, we will look at areas such as:

- Key concepts and technologies -transaction costs, e-commerce, disintermediation, and so on
- New ways of doing business new business models made possible by technology
- Major areas of application for e-business technology eProcurement, eCRM, eSCM, and so on
- Developing an e-business strategy
- Using e-business concepts and technologies to gain or maintain competitive advantage
- How e-business systems are developed and implemented









- Online consumer behavior
- New and emerging trends, technologies and ideas

You will also have several opportunities to develop your personal or professional interests further. There will be a series of student seminars that explore contemporary issues from new/different perspectives. You will also be able to tailor the assessment to suit your interests.

Corporate Connections

A guest speaker from an organization that has successfully implemented an ebusiness project within recent years may give a guest lecture

International Dimensions:

The contents and case studies of this module will be related to the globalisation of e-business. Students will consider the implications of organisational and technological issues of e-business in global organisations having diverse cultures, skills, languages and legal systems.

Method of Teaching:

Weekly lectures and tutorials will take place. It is expected that students will conduct the weekly reading as suggested. Students should also read and prepare for the case studies that will be discussed in class. Students will also be required to prepare a seminar to be presented to the rest of the class.

Information for Distance Learning Students:

Students taking the module by distance learning will be provided with a 'study weekend' session covering critical aspects of the module, during this session they will also be required to give a mini presentation (this will be the equivalent of mini presentation #1).

Method of Assessment and Feedback:

Single individual piece of coursework (100%): The coursework will require the student to develop an e-business strategy for an existing organisation or a start-up









business. The coursework requires the practical application of theory and case studies discussed in class.

Learning Hours:

Contact Hours: 27
Direct Learning: 25
Private Study: 30
Presentation Preparing: 3
Assignment Writing: 15
Total 100

Essential Reading:

It is strongly recommended that reading is done on a weekly basis. Although several texts will be used regularly, you will also be directed to a range of other resources including books, articles and web sites. In addition, you will be given a series of handouts and other materials to supplement the lecture programme.

The main texts we will be using include:

Bocij, P., Greasley A. and Hickey, S. (2008) Business Information Systems: Technology, Development and Management for the E-Business, 4th Edition, Pearson

Chaffey, D. (2009) E-Business and E-Commerce Management, Prentice Hall

Jelassi, T. and Enders, A. (2008) Strategies for E-Business: Concepts and Cases, 2nd Edition, Prentice Hall

Laudon, K. and Traver, C. (2011) E-commerce, 7th Edition, Pearson

Schneider, G. (2009) E-Business, International Edition (International Student Edition), South Western College

Turban, E. and King, D (2003) Introduction to E-Commerce, Prentice Hall You may use the latest (5th) edition released at the end of 2011 or can work with the earlier 4th edition listed here.





