



COURSE DESCRIPTOR

E-business

Magisterfördjupning, E-business

15 ECTS credit points (15 högskolepoäng)

Course code: FE2405

Educational level: Advanced level

Course level: D

Field of education: Social sciences (50%) och technology (50%)

Subject area: Business administration

Version: 1

Applies from: 2007-09-03

Approved: 2007-08-16

Replaces course descriptor approved: 2003-06-10

1 Course title and credit points

The course is titled E-business/Magisterfördjupning, E-business and awards 15 credit points. One credit point (högskolepoäng) corresponds to one credit point in the European Credit Transfer System (ECTS).

2 Decision and approval

This course is established by The Education Committee of the School of Management 2007-08-16. The course descriptor is approved by The Education Committee of the School of Management and applies from 2007-09-03.

3 Objectives

The objective is that the student shall get a deeper learning about E-business. The student shall learn how companies strategically use the Internet to do business and renew, improve and change their businesses and their internal operations.

4 Content

The course is characterized by the latest development within E-business regarding company portals, businesses at Internet between companies, sales at Internet to consumers and organizational changes due to changes of the business. Investments in hardware and software, open source, customer relationship management, web configurators, relationship management, human capital management and electronic marketing are other themes at the course. In the course the student learns different business opportunities offering by using Internet, as well as potential pitfalls.

5 Aims and learning outcomes

On completion of the course the student will:

- Have learnt a general view about how companies are doing business at Internet.
- Have learnt about different aspects behind the concept e-business.

- Have learnt how investments in hardware and software are changing the companies in external and internal ways.

6 Generic skills

The following generic skills are trained in the course:

- The importance of conceptual development.
- The skill to analyse extensive written material to reach some important conclusions.
- Critical thinking – both what is positive and what is negative.

7 Learning and teaching

The course is designed at a reader course with extensive literature. This means that the student must be a good reader in order to take this course. The course is also done as a distance course with English as the language of instruction.

8 Assessment and grading

Examination of the course

Code	Module	Credit	Grade
0710	Examination[1]	15hp	U/G/VG

¹ At the beginning of the course the students are given some questions, which they are going to answer. The answers are given to the course coordinator at the end of the course.

The course will be graded Fail (U), Pass (G) or Pass with Distinction (VG).

On request grades according to ECTS will be given.

9 Course evaluation

The course coordinator is responsible for systematically gathering feedback from the students in course evaluations and making sure that the results of these feed back into the development of the course.

10 Prerequisites

11 Field of education and subject area

The course is part of the field of education Social sciences (50%) och Technology (50%) and is included in the subject area business administration.

12 Restrictions regarding degree

The course cannot form part of a degree with another course, the content of which completely or partly corresponds with the contents of this course.

13 Course literature and other teaching material

Henry Lucas Jr: Strategies for electronic commerce and the Internet. ISBN 0262621738. MIT Press. Paperback. 2002.

Jaclyn Easton: Going wireless. ISBN 0066213363. HarperBusiness. 2002.

Lawrence Lessig: The future of ideas. ISBN 0375726446. Paperback. 2002

Nir Vulkan: The economics of E-commerce. ISBN: 069108906X. Princeton University Press. 2003.

Shoshana Zuboff & James Maxmin: The support economy. ISBN: 0-670-88736-6. New York 2002.

Stan Liebowitz: Re-thinking the network economy. ISBN 0814406491. AMACOM, UK, 2002.

