



APPLIES TO ACADEMIC YEAR
2002/2003

GRA 2348 E. Business:Technology&Management

Program

Master of Business and Economics Program, Master of Science in Business Administration (MScBA)

Responsible for the course

Jasbir Dhaliwal

Department

Leadership and Organizational Management

Term

Spring

ECTS Credits

6

Objective

In the last few years, electronic commerce technologies and applications have transformed the manner in which business transactions and operations are carried out as well as the way in which business organisations are structured. Much of the innovation and value-add has come not from the technologies per se but from the way in which new business strategies and organisational processes have been conceptualised, designed and implemented to take advantage of the newer technological functionality. This course provides a managerial introduction to electronic commerce innovation, planning, design and management by conceptualising it within the framework of information systems management in e-enterprises.

Enabling learners to appreciate both the theoretical and practical aspects of e-enabling organisations and the new e-commerce market-space are key objectives of the course. By the end of this course, learners will be able to:

- Discuss and explain the major strategic concepts of the electronic commerce paradigm using various theories of innovation.
- Identify organisational processes and relationships that may have value added through the application of an electronic commerce approach.
- Assist with the incorporation of an electronic commerce strategy into an organisation's business planning and strategy.
- Understand the current state of electronic commerce and the possible advantages and disadvantages of an e-commerce approach.
- Aid in the development of managerial electronic commerce tactics for the organisation's information technology and supply chain management functions.
- Analyse and understand who the winners and losers will be in electronic commerce, as the market space assumes greater importance in global business.
- Analyse the impact that electronic commerce is having on key sectors of the economy, and assess the strategic implications of this for an organisation.
- Understand various approaches to the integration of electronic commerce into an organisation's information systems portfolio.

Prerequisites

Compulsory literature

Turban, Efraim, David King, Jae Lee, Meril Warkentin and Michael Chung . 2001. *Electronic Commerce: A Managerial Perspective*, 2nd ed. Upper Saddle River, N.J.: Prentice Hall.,
Dhaliwal, J., ed. 2001. *Readings for Management of e-Enterprise Systems & Innovations*. Sandvika: BI Forlag. (This will be updated closer to the course date)

Recommended literature

Afuah, Allan and Christopher L. Tucci. 2001. *Internet Business Models and Strategies: Text and Cases* . Boston, Mass.: McGraw-Hill. (175 s.)

Course outline

Computer-based tools

: Work processing, powerpoint, internet

Course structure

Evaluation

Class Discussion	10%
Research Paper & Presentation	30%
Group Project	60%

Research Paper:

Each student is to individually research an electronic commerce innovation of relevance to the course and to report back to the whole class in the form of a poster exhibition, presentation, term paper and handouts. The research paper must be conceptual in nature and academic in orientation while the innovation must have a real organisational context in local industry. A starting point for topic selection will be a common list of possible topics and innovations that will be generated by a class discussion at the first meeting. Learners must be prepared to suggest topics that are of interest to them based on their readings and experiences. The idea is to understand e-commerce business models and processes in various functional areas as well as various aspects of the e-enterprise. Once the topic has been cleared with the instructor through email, students will proceed with the research to develop the research paper. The students should maintain regular communication with the instructor through email on their progress and also reach agreement with him on the final table of contents for the research paper. To foster shared learning, students will be given an opportunity to make two presentations of their research papers to the class during Week 5 (progress reports) and Week 10 (final presentation). Besides handouts for distribution, students should also prepare a short handout summarising their research findings for the rest of the class. Given that a key objective of the research paper is to provide a mechanism for students to learn from each other about related electronic commerce topics that are not covered during class, each student's research paper will be made available to all other students.

Group Project:

In contrast to the academic research orientation of the research paper, students will also work in groups on a group project that has a practical business orientation pertaining to electronic commerce innovation in organisations. The size of groups and type of projects will be discussed at the first face-to-face meeting of the class. The project will involve an actual business in the real world. The idea is to understand enterprise e-commerce technology and applications in various industry sectors. Once the project has been cleared with the instructor through email, students will proceed to develop the group project. The students should maintain regular communication with the instructor through email on their progress and also reach agreement with him on the final table of contents for the group project report. Final project presentations are scheduled for Week 9 of the term at the class on November 15th. Besides handouts for distribution, students should also prepare a short handout summarising their project findings for the rest of the class. Given that a key objective of the research project is to provide a mechanism for students to learn from each other about e-commerce applications in various industry sectors, each group project report will be made available to all other students.

Students are expected to contribute effectively and critically during the face-to-face class sessions.

Evaluation code(s)

GRA23482 Class Discussion	10%
GRA 23483 Research Paper & Presentation	30%
GRA23484 Group Project	60%

Aids at the examination

None

Makeup exam

The next time the course is offered