



APPLIES TO ACADEMIC YEAR 2012/2013

INF 2120 E-Business - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Petter Gottschalk

Department

Department of Leadership and Organizational Behaviour

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

Electronic business as a field of study has been influenced by two waves. This course is about the second wave. The first wave was big and strong, but it did not last for very long. It consisted of enormous enthusiasm, large capital investments and extreme stock prices. There was much irrational optimism that was not grounded in reality of business life. Many entrepreneurial initiatives collapsed, and lots of money was spent and lost. At the same time, dynamic learning among actors and stakeholders took place. Also, completely new perspectives in strategy and new business models for e-business emerged.

The second wave was both realistic and mature. Business people had learned that it can take time, that not all ideas are smart, and that optimal solutions are dependent on a contingent approach. Business executives became aware that information technologies still have limitations and that consumers and business partners may have a long way to go before they are ready for electronic business. From the ashes of collapses we see more and more business successes emerge. We see simple e-commerce systems being replaced by e-business systems to include critical business processes.

The second wave of electronic business is focused on profitability from efficient and effective electronic business processes in companies' value configurations. Today, e-business is the most powerful force transforming departments, corporations, industries and nations. E-business enables transformation of business development, business cooperation and business integration. But still there are too many unaware of the dynamics and the fundamental changes caused by e-business.

Objective

The course enables learners to understand and discuss theoretical and practical aspects of electronic business. Students learn how to work on e-business from competitive strategy, via business models and business processes, to systems infrastructure and IT infrastructure services. But even more importantly, students learn to appreciate what emerges at potential possibilities and threats in the digital economy.

Prerequisites

None.

Compulsory reading

Books:

Gottschalk, Petter. 2005. Elektronisk forretningsdrift. Fagbokforlaget

Other:

Utvalgte artikler gjøres tilgjengelig på Blackboard

Recommended reading

Books:

El Sawy, Omar A. 2001. Redesigning enterprise processes for e-business. Boston, Mass.: Irwin/McGraw-Hill

Gottschalk, Petter, Hans Solli-Sæther. 2009. E-government interoperability and information resource integration : frameworks for aligned development. Hershey : Information Science Reference

Laudon, Kenneth C. and Carol Guercio Traver. 2010. E-commerce : business, technology, society. 5th ed. Upper Saddle River, N.J. : Pearson Prentice Hall

Course outline

- Key concepts in e-commerce and e-business
- Digital economy and transformation
- Competitive strategy for e-business
- Value configurations for e-business
- Supply chains and value chain integration
- Business models for e-business
- Business processes and process principles
- System infrastructure and IT infrastructure services
- Security and risk management
- Ethics and legal issues in e-business
- Implementing e-business initiatives

Computer-based tools

Standard word processing, spread sheet and Internet search tools

Course structure

Course duration is 36 teaching hours. The course will involve weekly lectures and class discussions of the various topics as laid out in the course outline. Learners will have to complete the readings beforehand so that they can participate actively in class.

Examination

A three-hour individual exam concludes the course.

Examination code(s)

INF 21201 written exam that counts 100% of the grade in INF 2120 E-Business, 6 credits.

Examination support materials

No aids are allowed at the exam.

Re-sit examination

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course was lectured for the last time autumn 2010. Re-sit exam will be offered every term from autumn 2011 even spring 2013.

Additional information