

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	E-Business Management		
<b>Module Code</b>	25-6017-00L		
<b>Level</b>	6		
<b>Credit Points</b>	20		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	Coursework 50% Exam 50%		
<b>Pre-Requisite Modules (if applicable)</b>			
<b>Delivered according to Standard Academic Calendar</b> YES / NO	<b>Long:</b> 2 semesters  YES	<b>Short:</b> 1 semester  NO	<b>Other delivery pattern:</b> <i>Please specify</i>

### 1 MODULE AIMS

E-business has the potential to change how we conduct business, it also provide opportunities for significant wealth creation from the development of innovative products and services. These changes and opportunities are affecting not only the individual company and their products, but entire industries leading to the development of new and diverse business models. The far reaching impact of e-business has important considerations for the development and implementation of business strategy. Given the continuing growth in these developments, it is important that graduate students are aware of and understand the implications of both the new technology opportunities and the emerging business structures and relationships.

The aims of this module are to:

- investigate e-business concepts, issues and practices;
- examine the impact of e-business models on a variety of industry sectors and markets;
- provide the knowledge and ability to create, maintain and evolve an e-business strategy; and
- explore the impact of e-business models on individual organisations.

## 2 MODULE LEARNING OUTCOMES

### BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Identify and comment upon the main drivers of successful e-business
2. Critique the new and emerging e-business models from a variety of perspectives, e.g. consumers, markets, industries and the business itself;
3. Categorise and analyse a variety of e-business models and new organisational forms;
4. Formulate and develop theories and frameworks for e-business and e-commerce strategy;
5. Evaluate the impact of new collaborative relationships and alliances;
6. Debate and assess the legal, social and ethical impact of the digital economy; and
7. Reflect and evaluate your own strengths, limitations and performance and the impact of them in relation to your learning on this module.

## 3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The module will be delivered by a series of lectures and small group seminars. The lectures will deliver the core material of the module.

The small group seminars will be student centred and will be based on discussions, case studies and analysis of topical cases; the seminars will explore topical issues related to the core material of the module.

A series of student led presentations based on research into key topics will be a main feature of the small group seminars.

Feedback will be provided throughout the module. Formative feedback will be given during the small group seminars. Oral feedback will be given on preparatory work for student led presentations and at the completion of the presentation. Written feedback will be provided for the presentations (this will be based on the oral feedback provided at the time of the presentation) and also on completion of the learning logs and case study. It is expected that students will act on the feedback given.

Assessment will be via a written assignment and an examination.

### ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	50%	2500 words	No
2	Exam	EX	50%	2 hours	No

## 4 INDICATIVE MODULE CONTENTS / TOPICS

- E-business models for a variety of organisations, markets and industry sectors;
- Successful and unsuccessful E-business implementations;
- Strategies for e-business;
- Alignment of e-business strategy with business strategy;
- E-marketing, e-procurement, e-finance etc;
- Managing the virtual organisation;
- New and emerging technologies;
- Strategic collaborations, partnerships and alliances; and
- E-government, public policy and law.

### **FURTHER INFORMATION ABOUT THIS MODULE**

**FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.**

**THIS INFORMATION CAN BE FOUND IN THE MODULE HANDBOOK AND FROM THE MODULE ON-LINE SITE.**

**NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.**

#### **FINAL TASK**

<b>According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)</b>	Task No.  2
---	-------------------

#### **MODULE REFERRAL STRATEGY**

<b>Task for Task (as shown for initial assessment strategy)</b>	Y
<b>Single Referral Package for All Referred Students</b>	N

#### **REVISIONS**

<b>Date</b>	<b>Reason</b>
July 2012	Assessment Framework review