IT6303 e-Business Applications (Optional)

INTRODUCTION

This is one of the optional courses designed for Semester 6 of the Bachelor of Information Technology Degree program. It provides a sound understanding of the applications and technologies in e-Business.

CREDITS: 04

LEARNING OUTCOMES

After successful completion of this course students will be able to:

- Familiarize with the concepts in e-Business, the Business applications, marketing on the web, the new revenue models and latest payment mechanisms, legal issues related to B2C (Business to Consumer) and B2B (Business to Business) applications
- Prepare themselves with the skills needed to work in any e-Business environment and to decide on strategic business decisions related to e-Business
- Realize Ethics and Professional Issues in an e-Business Environment
- Prepare themselves to work in an e-Business environment in the global market
- Enhance their ability to take a company through the e-Business Transformation process

OUTLINE OF SYLLABUS

Topic	Hours
1- Introduction to e-Business	03
2- The Social Information	03
3- The Commercial Use of The Internet and The World Wide Web	03
4- e-Business Applications	03

5- Business Strategies for eCommerce	08
6- Revenue Models for on the Web	04
7- Marketing on The Web	04
8- B2C Interactions and B2B Collaborations	04
9- Online Auctions, Virtual Communities and Web Portals	04
10- e-Business Transformation	08
11- Sri Lankan Context for Electronic Commerce	06
Lectures Practical and Tutorials	50 10
Total for the subject	**60**

* Students are expected to have a total of 10 hours of practical to strengthen their knowledge of these sections

** Students are expected to have shallow and up-to-date knowledge of these sections by self-study

SYNOPSIS/OVERVIEW

This course introduces the concepts and methodologies of e-Business Applications as well as provides the learner with most essential working and transforming an organization into an e-Business.

PEDAGOGICAL FRAMEWORK

The main pedagogical framework of the course focuses on activity based learning. Students are supposed to do all the learning activities to cover the learning content.

EXPECTATIONS/EXAMINATIONS/REQUIREMENTS

The learners are expected to obtain knowledge on the concepts and applications of e-Business and its strategic, managerial and operational activities. There will be an examination that will be held at the end of the semester (at the end of the full syllabus). There will be activities and quizzes that are compulsory for the students but the marks of these activities as well as quizzes are not counted for the Final Exam.

REQUIRED MATERIALS

Main Reading

Ref 1: Schneider, Garry P., 2004, eCommerce – The Second Wave, Fifth Annual Edition, Canada

Ref 2: Publications and conference papers on e-Transformation

Supplementary Reading

Ref 3: The E-business (R)Evolution: Living and Working in An Interconnected World, by Daniel Amor (2001), ISBN 0-13-067039-1, Prentice Hall

Ref 4: Electronic commerce: A managerial perspective, by Turban E, Lee J, King D & Chung H.M. (2000) N.J.: Prentice Hall.

DETAILED SYLLABUS:

Section 1 : Introduction to e-Business (3 hrs)

Instructional Objectives
- Identify the basic concepts of e-Business
- Describe the advantages of e-Business
- Identify the parties involved in e- Business
- Describe how to get the e-Business services
- Relate e-Business success stories

Material /Sub Topics

1.1. Introduction to e-Business [Ref 1: pg 2-4]

1.2. Types of e-Business (B2C, B2B, C2C, B2G,….) [Ref 1: pg 4-6]

1.3. Benefits and advantages of e-Business [Ref 1: pg 14-15]

1.4. The e-Business Environment

1.5. Customer business interaction in e-Business

1.6. e-Business success stories

Section 2 : The Social Information (3 hrs)

Instructional Objectives

- Describe the social transformation process
- Describe the Agricultural Era
- Describe the Industrial Era
- Describe the Information Era

Material /Sub Topics

2.1. The Impact of social transformation on people, business and society

2.2. Agricultural Era

2.3. Industrial Era

2.4. Information Era

Section 3 : The Commercial Use of The Internet and The World Wide Web (3 hrs)

Instructional Objectives

- Identify traditional business models and new business models
- Describe the technologies enabling new business models

Material /Sub Topics

3.1. Direct – to – customer interaction

3.2. Mass customization

3.3. Open business models

3.4. Virtual organization

Section 4 : e-Business Applications (3 hrs)

Instructional Objectives

- Describe driving forces for change to e-Business
- Identify technological advancements
- Describe the traditional and new value chain
- Identify the new strategic changes in e-Business

Material /Sub Topics

4.1. The business environment

4.2. Driving forces for change

     4.2.1. Technical forces

     4.2.2. Business driven forces

     4.2.3. External forces

     4.2.4. Internal forces

4.3. Customer disruption

4.4. e-Market places

4.5. Product disruption

4.6. Price disruption

4.7. Intelligent agents

Section 5 : Business Strategies for eCommerce (8 hrs)

Instructional Objectives

- Describe business processes
- Identify the impact ICT on internal / external business processes
- Describe the e-Business roadmap

Material /Sub Topics

5.1. Internal business processes

5.2. External business processes

5.3. e-Business roadmap

5.4. e-Business strategy development

Section 6 : Revenue Models for The Web (4 hrs)

Instructional Objectives

- Describe new e-Business models
- Identify the benefits of each model to customer and business organization

Material /Sub Topics

6.1   Direct-to-customer model

6.2   Supply chain model

6.3   Full service provider model

6.4   Revenue sharing model

6.5   Digital value hub

6.6   Global trade platform

Section 7 : Marketing on The Web (4hrs)

Instructional Objectives

- Describe web marketing strategies
- Describe market Segmentation

Material /Sub Topics

7.1   Product based marketing strategies

7.2   Customer based marketing strategies

7.3   Market segmentation

7.4   Online and offline marketing

Section 8 : B2C Interactions and B2B Collaborations (4hrs)

Instructional Objective

- Describe Collaborative Strategies

Material /Sub Topics

    8.1 Collaborative strategies on the web

Section 9 : Online Auctions, Virtual Communities and Web Portals (4hrs)

Instructional Objectives

- Describe auction basics
- Define web auction strategies
- Describe virtual community and portal strategies

Material /Sub Topics

    9.1 Auction basics [Ref 1: pg 238-243]

    9.2 Web auction strategies [Ref 1: pg 243-259]

    9.3 Virtual Community and Portal Strategies [Ref 1: pg 259-269]

Section 10 : e-Business Transformation (8hrs)

Instructional Objective

- Describe 7Es in e-Transformation

Material /Sub Topics

- 10.1 7Es in e-Transformation

Section 11 : Sri Lankan Context for Electronic Commerce (6hrs)

Instructional Objectives
- Identify Sri Lanka's e-Readiness
- Describe e-Business environment in Sri Lanka
- Identify the web-based systems in Sri Lanka

Material /Sub Topics

11.1 e-Readiness of Sri Lanka

11.2 e-Business environment in Sri Lanka

11.3 Web based systems

PLATFORM

•   Windows or Linux

Activities -

Please refer to the activities on the e-learning material in your Learning Management System (LMS).

Assessment -

[Please describe in details]

Contact details -

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