IT6305 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: 03

LEARNING OUTCOMES

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

- Describe 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

MINOR MODIFICATIONS

When minor modifications are made to this syllabus, those will be reflected in the Virtual Learning Environment (VLE) and the latest version can be downloaded from the relevant course page of VLE. Please inform your suggestions and comments through the VLE. http://vle.bit.lk

ONLINE LEARNING MATERIALS AND ACTIVITIES

You can access all learning materials and this syllabus in the VLE: **http://vle.bit.lk**, if you are a registered student of BIT degree program. It is very important to participate in learning activities given in the VLE to learn this subject.

FINAL EXAMINATION

Final exam of the course will be held at the end of the semester. Learning activities and tutorial exercises are very important in this course, and as they will help students to prepare themselves for the final semester exam. Final exam is a two hour written paper with four compulsory questions.

OUTLINE OF SYLLABUS

Topic	Hours
1- Introduction to e-Business	03
2- eMarketplaces and Revenue Models	04
3- The Commercial Use of The Internet and The World Wide Web	03
4- e-Business Applications	03
5- Business Strategies for eCommerce	07
6- Revenue Models for e-Business on the Web	04
7- Marketing on The Web	04
8- B2C Interactions and B2B Collaborations	04
9- Online Auctions, Virtual Communities and Evolving Concepts and the Sri Lankan context	07
10- e-Business Transformation	06
Total for the subject	**45**

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

REQUIRED MATERIALS

Main Reading

Ref 1: Schneider, Garry P., 2012, E-Commerce: Strategy, Technology, and Implementation, 9th Edition, first India edition ISBN-13: 978-81-315-1623-2

Ref 2: http://en.wikipedia.org/wiki/Cloud_computing (Last accessed : 1/03/2012)

Ref 3: Arunatileka, S. & Ginige, A. (2003). Seven Es in eTransformation, in *Proceedings of the International Association for the Development of Information Society (IADIS) International Conference– e-Society*, Lisbon, Portugal.

Ref 4: http://www.srilanka.lk (Last accessed : 1/03/2012)

Supplementary Reading

Ref 5: The E-business (R)Evolution: Living and Working in An Interconnected World, by Daniel Amor (2001), ISBN 0-13-067039-1, Prentice Hall

Ref 6: 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 16-17]

1.2. Classifications of e-Business (B2C, B2B, C2C, B2G,….) [Ref 1: pg 18-20]

1.3. Advantages and disadvantages of e-Business [Ref 1: pg 30-32]

1.4. The e-Business Environment [Ref 1: pg 27-30]

1.5. Customer business interaction in e-Business [Ref : Teacher's note]

1.6. e-Business success stories [Ref 1: pg 57-61, Ref : Teacher's note]

Section 2 : eMarketplaces and Revenue Models (4 hrs)

Material /Sub Topics

2.1 eMarketplaces [Ref 1: pg 268-272]
- 2.1.1   Private eMarketplaces
- 2.1.2   Public eMaretplaces
- 2.1.3   Consortia

2.2 Revenue Models [Ref 1: pg 147-172]
- 2.2.1   Web Catalog
- 2.2.2   Books/Music/Videos
- 2.2.3   Goods
- 2.2.4   Services
- 2.2.5   Digital content
- 2.2.6   Academic content
- 2.2.7   Web Portals
- 2.2.8   Classified Advertising
- 2.2.9   Subscription Models
- 2.2.10 Fee-for-Transaction Model
- 2.2.11 Advertising Models

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 [Ref : Teacher's note]

3.2.   Mass customization [Ref : Teacher's note]

3.3.   Open business models [Ref : Teacher's note]

3.4.   Virtual organization [Ref : Teacher's note]

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 [Ref : Teacher's note]

    4.2.   Driving forces for change [Ref : Teacher's note]

        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 [Ref : Teacher's note]

    4.4.   Product disruption [Ref : Teacher's note]

    4.5.   Price disruption [Ref : Teacher's note]

    4.6.   Intelligent agents [Ref : Teacher's note]

Section 5 : Business Strategies for eCommerce (7 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.   Introduction to Internal and External business processes [Ref : Teacher's note]

    5.2.   e-Business roadmap [Ref : Teacher's note]

Section 6 : Revenue Models for e-Business on 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 [Ref : Teacher's note]

    6.2   Supply chain model [Ref : Teacher's note]

    6.3   Full service provider model [Ref : Teacher's note]

    6.4   Revenue sharing model [Ref : Teacher's note]

6.5   Digital value hub [Ref : Teacher's note]

6.6   Global trade platform [Ref : Teacher's note]

Section 7 : Marketing on The Web (4 hrs)

Instructional Objectives

- Describe web marketing strategies
- Describe market Segmentation

Material /Sub Topics

7.1   Product based marketing strategies [Ref 1: pg 195-196]

7.2   Customer based marketing strategies [Ref 1: pg 197]

7.3   Market segmentation [Ref 1: pg 198-208]

7.4   Online and offline marketing [Ref : Teacher's note]

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

Instructional Objective

- Describe Collaborative Strategies on the web

Material /Sub Topics

8.1   Collaborative strategies and its importance in e-Business [Ref : Teacher's note]

    8.1.1   Collaborative strategies when Threat of New Entrants are high, Rivalry of competitors are high, Bargaining Power of suppliers are high, Bargaining power Buyers are high, and Substitutes have a bargaining power

Section 9 : Online Auctions, Virtual Communities and Evolving Concepts (7 hrs)

Instructional Objectives

- Describe virtual community and portal strategies
- Discuss Advantages and Disadvantages of Social Networking
- Describe Cloud Computing
- Describe Customer Relationship Management, Supply Chain Management and Knowledge Management
- Identify Sri Lanka's e-Readiness and the e-Business environment

Material /Sub Topics

      9.1 Virtual Community and Portal Strategies [Ref 1: pg 280-282, 288-289]

      9.2 Social Networking [Ref 1: pg 282-288]

            9.2.1   Advantages and Disadvantages of Social Networking

            9.2.2   Social Networking as a Marketing Tool for e-Business

      9.3 Customer Relationship Management (CRM) [Ref 1: pg 220-222]

      9.4 Supply chain Management (SCM) [Ref 1: pg 262-268]

      9.5 Knowledge Management (KM) [Ref 1: pg 249]

      9.6 Sri Lanka's e-Readiness and the e-Business environment

Section 10 : e-Business Transformation (6 hrs)

Instructional Objective

- Describe 7Es in e-Transformation

Material /Sub Topics

      10.1 Stage 1: Environmental Analysis [Ref : Teacher's note, Ref 3]

      10.2 Stage 2: e-Business Goals/ Strategies [Ref : Teacher's note, Ref 3]

      10.3 Stage 3: eReadiness (Internal/External) [Ref : Teacher's note, Ref 3]

      10.4 Stage 4: eTransformation Roadmap [Ref : Teacher's note, Ref 3]

      10.5 Stage 5: eTransformation Methodology [Ref : Teacher's note, Ref 3]

      10.6 Stage 6: eSystems [Ref : Teacher's note, Ref 3]

      10.7 Stage 7: Evolution Change Management [Ref : Teacher's note, Ref 3]

PLATFORM

- Windows or Linux