



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

London Campus

e-Business Strategy
LCMB7008

MODULE CODE:	LCMB7008
TITLE:	e-Business Strategy
DATED:	13/06/2018
LEVEL:	7
CREDITS:	20
JACS CODE:	P110

AIM(S)

To develop students' ability to evaluate critically the strategic role and impact of e-Business and strategic information systems, and recognise that the effective and innovative management of information can create and sustain competitive advantage.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- critically and systematically apply current and emerging e-Business themes or applications, demonstrating a comprehensive understanding of the methods, techniques and technologies to rapidly build an e-Business application for a SME;
- evaluate critically the drivers and challenges associated with selected contemporary e-business applications or themes and the impact of their use in organisations.

INDICATIVE CONTENT

- The distinction between e-Business and e-Commerce, classifying e-businesses, ingredients and types of e-Business models.
- Stages of development, drivers and inhibitors to e-business, models to assess the e-environment and identify where e-Business can exploit opportunities and counter threats.
- The integration of e-strategy with business strategy (alignment and impact). Innovative uses of e-Business to help achieve business objectives and competitive advantage.
- Categories of strategic information systems (SIS) and critical success factors in SIS (e.g. Ward and Peppard's models).
- The strategic IS/e-Business planning process (e.g. Nolan's stages of growth, Earl and Gallier's Frameworks).
- Frameworks for devising and/or assessing an IS/e-Business strategy within an organisation (e.g. Porter and Millar's 5 forces, Porter's generic strategies, Porter's value chain analysis. Porter and Millar's Information Intensity Matrix).

- Managing the e-Business/information systems application portfolio (e.g. Ward et al matrix, Parsons' Generic Strategies, outsourcing).
- Contemporary applications and themes of e-Business and the drivers and challenges involved in their implementation. For example: enterprise systems such as enterprise resource planning (ERP), supply chain management (SCM), customer relationship management (CRM), e-Marketing, e-HRM/e-Recruitment & Selection, e-Procurement, e-Learning, e-Government, mobile commerce, data warehousing and data mining, mobile computing, technologies such as VoIP, RFID, electronic data interchange (EDI), social media/web 2.0 technologies such as podcasts, wikis, blogs, social networks, ubiquitous computing, cloud computing.
- B2C infrastructure: marketing presence, e-Procurement, on-line catalogue and shopping cart, on-line payment, e-fulfillment, e-CRM, e-law, I-marketing. E-Commerce solutions: out-of-the-box, server based and bespoke development for example Dreamweaver, open source solutions.
- Security, privacy and ethical issues in e-Business. Issues such as cybercrime, problems of regulation and jurisdiction, data protection, intellectual property, security, biometrics, privacy, trust.
- Managing technological change: the impact on people due to the implementation of e-Business.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement learning		
TOTAL	200	100%

ASSESSMENT**Assessment Component 1 - Coursework**

Mode of assessment	Volume	Weighting
Essay	One 5000 words	100%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

READING LIST

Module Code	LCMB7008	
Module Title	e-Business Strategy	
Classification	Reading List entry	Electronic*
Essential	Chaffey, D. (2011) E-Business and E-Commerce Management, 5th Edition, Pearson: Harlow	☒
Essential	Laudon, K.C. & Traver, C.G. (2012) E-Commerce: business, technology, society, 8th Edition., Pearson: New Jersey, USA	☒
Further	Beynon-Davies, P. (2012) E-business, 3rd Ed. Palgrave Macmillan: Basingstoke	☒
Further	Boddy, D., Boonstra, A. and Kennedy, G. (2009) Managing Information Systems: an Organisational Perspective, 3rd Ed., FT/Prentice Hall: Harlow.	☒
Further	Piccoli, G. (2012) Information Systems for Managers: Text and Cases, 2nd Ed., Wiley: New Jersey, USA	☒
Further	Ward, J. and Peppard, J. (2002), Strategic Planning for Information Systems, 3rd Ed., Wiley.	☒