

EG15. Electronic Business (e-Business)

Content

Grounding knowledge about and review of business models and information communication telecommunication (ICT) systems used in e-Business. Foundations and standards utilized in business and e-Business. Digital Economy, Internet – effect on business, Components of e-Business information technology (equipment, software, telecommunications, Internet), the type of information systems: e-Commerce, e-Business implementation in the organization, e-Business vs. e-Commerce, e-Business adoption, business process reengineering (BPR) with use of ICT, business models: Supply Chain, Supply Chain Management, Value Chain, and e-Business applications (collaboration, e-procurement, etc.), Opportunities and challenges on Internet, the role of the management in the process of building e-Business model and system.

Gist

The use of new technologies such as: Web 2.0 technologies, SAAS and SOA. ICT system and its components for e-Business. The introduction of e-Business in the organization. Problem solving (problem, objectives, possible solutions). The analysis and design of business processes.

Objectives and competences

To acquaint students with the fundamentals and approaches of electronic business models and approaches. How to get started. What do we need e-Business and how to get ICT equipment for it. The business process as tool for start-up ideas. ICT system and the use of information technology to improve the competitiveness of the organization. To acquaint students with the principles and methodology of systems re-engineering design and renovation process. To introduce electronic business within an organization. Present opportunities brought by e-business to improve the competitiveness of the organization. What are the impacts of e-business on organizational change. Encourage students to make use of the opportunities brought by ICT. Encourage students to creative teamwork.

Intended learning outcomes

Students learn the basics of the process and the realization of doing business with help of ICT and some ideas on how to do business over the Internet.

Teaching and learning methods

Lectures, tutorials seminar and project work.

Methods of assessment and share in percentage

Written exam (70%), seminar (30%).