

E – COMMERCE MANAGEMENT

Course Description

The module reviews the history and current development of the field, exploring the relationship between traditional business and the new economy. It introduces the concepts and terminology of modern e-business approaches and deals with aspects in marketing, web technologies, security, legal issues, and search engines. We will focus on the business aspects and explore electronic data interchange, electronic markets and internet commerce. The module will also deal with issues aimed at enhancing the competitiveness of companies such as emerging business models, globalization and internationalization.

Course Requirements and Credits

Course Requirements : Graduate status
Course Credit Hours : 30 hours

Target Audience

Doctoral students.

Learning Objectives

The module will provide an in-depth understanding of the new economy and its impact on the strategic development of a company. Participants will be exposed to e-business strategies and management tactics and will acquire a good knowledge of e-business technologies (such as web technologies or security), legal- and marketing issues.

Suggested Readings

- [Strategies for Electronic Commerce and the Internet](#), Henry C. Lucas, ISBN: 0262621738, February 2003, Publisher: MIT Press,
- [Advanced E-Business Strategies](#), Caryn S. Vedane (Editor), Paperback - RINGBOUND, August 2000, ISBN: 1566070872, August 2000, Publisher: Computer Technology Research Corporation,
- [Electronic Commerce 2004: A Managerial Perspective](#), Efraim Turban, Jae K. Lee, Dennis Viehland, ISBN: 0130094935, October 2003, Publisher: Prentice Hall Professional Technical Reference, Edition Number: 3,

Suggested further readings:

- [e-Business 2.0: Roadmap for Success](#), Ravi Kalakota, Marcia Robinson, ISBN: 0201721651, December 2000, Publisher: Pearson Education, Edition Number: 2,
- [E-Business and E-Commerce Management](#), Dave Chaffey, Date: 2004, Publisher: Prentice Hall Professional Technical Reference

Course Outline

- ❑ The nature and historic development of e-Business. The e-Enterprise. The electronic market. The Electronic trade.
- ❑ Corporate strategy and international strategy for e-commerce. Strategy planning, implementation, and evaluation. Small, medium, and large businesses.
- ❑ Creating and developing an E-Enterprise. Business components. Technologies and standards components.
- ❑ e-Business Design. Methods for planning e-Business. Recruiting essential team members Guidelines for formulating an e-Business strategy, knowledge building. Improving supply chain management. Identifying your competitors. Factors effecting selection of an e-Business design. Dimensions of differentiation.
- ❑ IT as a key business advantage. Information systems and work systems. Systems Analysis and IT-based innovations.
- ❑ e-Business Trends. Integrated solutions. Customization and integration. Business process outsourcing. Process visibility. Incentives used to retain employees. Multichannel integration.
- ❑ Improving traditional business. Electronic tools and methods.
- ❑ Business process modeling and architectural characteristics. E-Business process modeling. Performance evaluation. Management as a Business process
- ❑ Service-Oriented Architectures: Infrastructure Services, Application Services and Enablement Services. Integration of e-business applications with existing enterprise systems. The open standards debate.
- ❑ Streamlining Business Processes. E-Commerce and Supply Chain Strategies. Commerce services, Trade communities, E-Procurement Exchanges, and Supply Chain Management.
- ❑ Office Automation. Management Systems. Systems of Transaction – Payments, Credits, Invoicing. Current and expected methods via the Internet. Fraud. Strategies for setting up payments in e-businesses. Financial transactions in B2B systems.
- ❑ The development of e-services - E-trading, e-banking, E-auctions. Escrow. Other e-business categories. Managerial Decision Support Systems. Knowledge Management Systems / Intranet Development.
- ❑ E-Enterprise Application Models. B2B, B2C procurement and e-application models. B2E systems. Collaborative tools. Collaborative project development. Intranet. Operational planning and management. Old Economy SCM vs. New Economy SCM. EDI. E-Enterprise Architecture
- ❑ Management of E-business. Log files analysis tools. Staff management. Legal issues. Copyright law, trademarks. Domain names. Nexus.
- ❑ Traditional marketing strategies vs. search-engine marketing. Methods of attracting visitors. Purchase and procurement of information and consumer databases. Electronic Marketing. Cybermarketing. Competitive Advantage generation and E-profit.
- ❑ Business strategy development. Economic Webs. Business Intelligence gathering. The DotCom Model. DotCom Lifecycle. Internet Business Models
- ❑ Evaluating an e-Business Strategy. Promoting service excellence. Implementing customer relationship management. Operational excellence. Innovation excellence.
- ❑ Security issues and the Internet. Planning and building security. Cryptographic tools. Cost of security. Viruses, Trojans, antivirus policies. Hacker attacks and defense strategies.
- ❑ Dissertation

Methodology

The module consists of lectures on each topic. Workshops are being formed

for “discussion classes” where participants defend their points of view on the topics. Cases are used on a regular basis for presentations by the participants and defence of their views on a particular issue.

Grading Policies

Presence : obligatory
Participation : obligatory
Final Exam : Dissertation paper

Contact Information

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