



UNIT OUTLINE

Business to Business Commerce

UNIT CODE AND TITLE:	BC 602 Business to Business Commerce
AUTHOR:	John Van Beveren
SCHOOL:	School of Business
PREREQUISITE:	BC501 e-Business Fundamentals or JM501 Introduction to Marketing
COREQUISITE:	Nil
DURATION:	One teaching period
CREDIT POINTS:	15

OBJECTIVES:

On completion of this unit students should :

KNOWLEDGE

- develop knowledge of business to business market opportunities
- understand the differences and unique challenges of business markets
- develop a knowledge of the different B2B systems and processes
- identify and develop knowledge of how theoretical concepts can be applied in business markets

SKILLS

- recognise the challenges that arise from business markets
- develop their ability to identify relevant issues and problems related to B2B eCommerce
- develop their ability to think logically, analytically and critically and to articulate their thoughts in writing and orally in a business context
- develop their problem solving and information literacy skills

VALUES/ATTITUDES

- appreciate that identifying issues in a practical situation is important to the development of strategic eCommerce
- appreciate that there are obstacles that prevent eCommerce development in Business Markets

- appreciate the potential for eCommerce in Business Markets

CONTENT:

- Introduction to Business Markets
- Characteristics of Business Marketing
- Customer Relationship Management
- Supply Chain Management
- Value Chains
- Organizational structures for technology adoption
- Relationship strategies for Business Markets
- Organizational buying behaviour
- Purchasing and materials management
- e-Commerce strategies for business markets

LEARNING TASKS AND ASSESSMENT:

Groups of students will explore issues surrounding B2B e-Commerce initiatives. They will accumulate the information gathered through research via syndicate discussion meetings and present their findings at a seminar. Individually students will analyse and evaluate a B2B scenario presented as a case study. Their impressions will be accumulated and presented with theory and issues discussed in lectures as a written report. The students will summarise theoretical aspects of the unit learnt from attending lectures and further reading on which they will be examined.

Learning Task	Assessment Task	Weighting
Read and research issues surrounding B2B e-Commerce initiatives	Tutorial Presentation	25 – 40%
Apply critical and analytical skills to the evaluation of a case study	Written report	30 – 50%
Attend lectures, read and summarise theoretical aspects of the unit	Examination	25 – 40%

METHODOLOGY:

This unit may involve lectures, interactive tutorials, computer laboratory sessions, a significant block of private study, problem based learning and electronic delivery.

REFERENCES:

- Bingham, F.G Jr., Gomes, R., & Knowles, P. (2005). *Business Marketing* (3rd Ed.). New York, N.Y., U.S.A.: McGraw-Hill Irwin.
- Dwyer, F.R., & Tanner, J.F. (2002). *Business Marketing: Connecting Strategy, Relationships and Learning* (2nd Ed.). Boston, Mass., U.S.A.: Mc Graw-Hill Irwin.
- Ford, D. (2002). *Understanding Business Marketing and Purchasing* (3rd Ed.). London, U.K.: Thompson Learning.
- Ford, D. (2002). *The Business Marketing Course: Managing in Complex Networks*. Chichester, U.K.: John Wiley & Sons, Ltd.
- Hutt, M.D., & Speh, T.W. (2004). *Business Marketing Management: A Strategic View of Industrial and Organizational Markets* (8th Ed.). Mason, Ohio, U.S.A.: Thompson South Western.

AMENDED CC05/1