



UNIT OUTLINE

e-Business Strategy

UNIT CODE AND TITLE:	BC730 e-Business Strategy
AUTHOR:	John Van Beveren
SCHOOL:	Business
COURSE:	Bachelor of Business and Bachelor of Commerce
PREREQUISITES:	Nil
COREQUISITES :	Nil
DURATION :	One teaching period
CREDIT POINTS:	15

OBJECTIVES

This unit is designed to enable students to:

Knowledge

- Realise the impact of Electronic Commerce on traditional markets and market forces
- Understand the human factors and human resource implications posed by the introduction of Electronic Commerce
- Know the benefits which Electronic Commerce can offer organisations internally

Skills

- Able to incorporate technology and Electronic Commerce into a business plan
- Make strategic short and long term decisions for the uptake of Electronic Commerce in business
- Effectively manage change brought about by the introduction of Electronic Commerce
- Ability to identify and capture new markets and business opportunities through Electronic Commerce

Values/attitudes

- Appreciate the effect on business processes brought about by Electronic Commerce
- More fully appreciate the potential areas where Electronic Commerce can open new opportunities, ways of doing business, managing staff, work practices, business relationships and removal of traditional boundaries
- Appreciate the potential for Electronic Commerce to alter the dynamics, internal structure, and relationships of an organisation

CONTENT

Content of the unit will comprise:

- Market Opportunities
- Business Models
- Customer Interface
- Communications and Branding
- Implementation
- Metrics
- Internet commercialization and business
- Information management
- Logistics
- Change management
- Inter-organisational commerce
- Intra-organisational electronic commerce

LEARNING TASKS AND ASSESSMENT

Learning Tasks	Assessment task	Weighting
Read and research issues surrounding the development of e-strategies	Tutorial Presentation (Syndicate)	20 – 40%
Apply critical and analytical skills to the evaluation of a case study	Written report (Individual)	50 – 60%
Attend lectures, read and summarise theoretical aspects of the unit	Seminar Presentation (Individual)	10 – 20%

METHODOLOGY

A combination of lectures, workshops, seminars, tutorials, case studies, electronic delivery and private study may be used.

SUGGESTED TEXT

Rayport J.F. & Jaworski B. J. (2004) *Introduction to e-Commerce* 2nd ed. Boston, Mass.:McGraw-Hill/Irwin.

REFERENCES:

- Afuah, A. & Tucci, C.L. (2000). *Internet Business Models and Strategies: Text and Cases* New York: McGraw-Hill.
- Chen, S. (2001). *Strategic Management of e-Business* New York:John Wiley.
- Evans, P. & Wuster, T. (2000). *Blown to Bits* Boston, Mass.: Harvard Business School Press
- Kalakota, R. & Robinson, M. (2000). *E-Business: Roadmap for Success* Boston, Mass.: Addison-Wesley.
- McKay, J & Marshall, P. (2004) *Strategic management of eBusiness*. Milton, QLD: John Wiley and Sons
- Plant, R. (2000) *eCommerce: Formulation of Strategy* Upper Saddle River, NJ.: Prentice Hall/Financial Times.
- Quirk, P & Forder, J. (2003) *Electronic Commerce and the Law*. Milton, Qld: John Wiley.
- Rayport J.F. & Jaworski B. J. (2002) *Cases in e-Commerce*. Boston, Mass.:McGraw-Hill/Irwin.
- Sheth,J.N., Eshghi,A. & Krishnan,B.C. (2001) *Internet Marketing* Fort Worth: Harcourt.
- Turban,E., Lee, J., King, D. & Chung,H.M. (2000) *Electronic Commerce: A Managerial Perspective* New Jersey: Prentice Hall.
- Westland, J.C. and Clark. T.H.K (2000) *Global Electronic Commerce* Boston, Mass.: MIT Press
- Whiteley,D. (2000) *e-Commerce:Strategy, Technologies and Applications* London: McGraw-Hill.
- Wind, J. & Vijay M. eds. (2001). *Digital Marketing: Global Strategies from the World's Leading Experts* New York: John Wiley.

AMENDED CC05/6