



**Curriculum - 2023**

**BBA Hons (Entrepreneurship) Degree Program**

**Faculty of Management and Finance**

**University of Ruhuna**

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**BTE 22333: Digital Business and Electronic Commerce**

**Level: 2000**

**Number of Credits : 03**

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**Course Description**

This course provides an understanding of the concepts, theories, models, tools, and techniques to stimulate and enhance creativity. It explores the dynamic field of creativity, encompassing both individual creative expression and the fostering of creativity in teams and organizations. Additionally, this course discusses how business organizations can integrate creativity, innovation and entrepreneurship in practical scenarios.

**Intended Learning Outcomes**

At the end of the course, the student will be able to;

- Explain concepts, theories, models, tools and techniques of creativity development.
- Recognize obstacles for creativity development.
- Identify the significance of creativity across personal, professional, and entrepreneurial contexts.
- Explain the integration of creativity, innovation, and entrepreneurship.
- Develop strategies to overcome barriers and foster a conducive creative environment.

**Teaching/Learning Methods**

Lectures, guest lectures, case studies, group discussions, workshops, and field visits.

**Methods of Assessment**

In-course Assessments	: 30%
End Semester Examination	: 70%

**Course Contents**

1. Introduction to digital business
2. Mobile business in the digital world
3. Digital business technology and regulations
4. AI, Big data and Cloud computing
5. Digital platforms, sharing economy, and cloud strategies.
6. Digital ecosystems and digital disruption
7. Digital business models
8. Digital marketing and electronic commerce
9. Digitalization of business

**Recommended Readings**

1. Bessant, J. & Tidd, J. *Innovation and Entrepreneurship*, John Wiley & Sons Ltd./The Latest Edition
2. Mumford, M. D. *Handbook of organizational creativity*. Academic Press./The Latest Edition
3. Walesh, S. *Introduction to Creativity and Innovation for Engineers*. Pearson./The

Latest Edition