



Faculty of Management and Finance

Bachelor of Business Administration Honours in Business Management Degree Programme

Course Unit Information Sheet

Course Code		MGT 31243			
Course Name		E-Business Management			
Semester		3000 Level Semester I			
Credit Value	3	Core/Optional	Core	GPA/NGPA	GPA
Hourly Breakdown		Lectures	Practical	Independent Learning	
		45 hours	-	105 hours	
<b>Course Description</b>					
Electronic business management, or e-business management, is a must skill in contemporary businesses as almost all the organizations are operating with the Internet revolution. This course is structured to provide a depth and up-to-date knowledge of e-business management, covering from the basics of e-business technology to advanced knowledge and skills required to develop e-business strategy to implement e-business strategy. In addition, the content of the course explores public policy and ethical concerns of e-business with future trends of e-business.					
<b>Intended Learning Outcomes</b> Upon completion of this course unit, the students will be able to,				<b>PLO Alignment</b>	
1. Explain the basics of e-business technology.				1,2	
2. Explain the different types of e-commerce transactions, such as business-to-business, business-to-consumer, consumer-to-consumer, and consumer-to-business.				1,2,3	
3. Assess the types of e-business models that can be used in e-business.				1,2,6,7	
4. Appraise the key factors that contribute to the success of an e-business.				10,18,20	
5. Evaluate different e-marketing strategies that can be used to promote and sell products and services online.				21	
6. Develop an e-business strategy for a real-world business.				22,23	
7. Predict the trends of e-business.				19,25,26	
<b>Course Content</b>				<b>Hours</b>	<b>ILOs</b>
1. Introduction to e-business				3	1
2. The basics of e-business technology				3	1
3. The markets for electronic commerce				3	2,3
4. E-marketing				6	2
5. The industry impacts of e-business				3	2
6. Developing an e-business strategy				6	4,5,6
7. Implementing an e-business strategy				6	4,5,6
8. Public policy issues and ethics related e-businesses				6	4,5

9. Future trends of e-business	3	7
10. Introduction to e-business	3	1
11. The basics of e-business technology	3	1
<b>Teaching Methods</b>		
Lectures, Tutorials, Discussions, and Presentations		
<b>Assessment Methods</b>		
In course Assessments 30 %	Final Examination 70 %	Total 100%.
<b>Recommended Reading</b>		
1. Chen, S. <i>Strategic management of e-business</i> . John Wiley & Sons. /The latest version.		