

# 650 eBusiness

## Introduction

650 eBUSINESS presents the key concepts of eBusiness, focusing particularly on business issues, challenges and opportunities. The emphasis is on the business applications and characteristics of technologies that can bring enhanced revenues, cost savings and broader market reach to organisations of all types. The subject examines how eBusiness can be used to provide opportunities to improve an organisation's effectiveness and competitiveness in its overall strategy and functional activities (such as marketing and supply chain management) through communication, co-ordination and transactions over the Internet and associated technologies.

### Case studies

Real-life case studies are incorporated into the subject to provide opportunities for students to apply theory into practice in an authentic context. Examples of cases include

Yen, B., A.F. Farhoomand and P. Ng  
*Constructing an eSupply Chain at Eastman Chemical Co.*  
 Case #HKU222  
 Hong Kong University  
 25 September 2002

Yu, J., A.F. Farhoomand, M. McCauley and S. Khan  
*Citibank's eBusiness Strategy for Global Corporate Banking*  
 Case #HKU197  
 Hong Kong University  
 7 June 2002

Bartlett, C.A. and M. Glinska  
*GE's Digital Revolution: Redefining the E in GE*  
 Case #9-302-001  
 Harvard Business School Publishing  
 29 May 2002

### Who should attend

- Executives wishing to enhance their understanding of information technology-enabled business strategies
- Information technology practitioners seeking to improve their general business management skills
- Decision makers who need to formulate Internet-related business strategies

### Learning objectives

Upon completion of the subject, students should be able to

- identify and apply strategic eBusiness elements to strengthen profits and revenues
- assess the strategic fit of eBusiness models to organisational operations
- formulate eBusiness initiatives to organisational strategy
- recognise and address, from a leadership and managerial perspective, the implementation challenges associated with eBusiness strategies
- understand the eBusiness impact and practices in select industries and organisations

### Delivery method

The subject is delivered online over a 12-week period, with an assigned Professor acting as mentor. The class will comprise students from different countries and industry backgrounds. Practical case studies and discussions help to stimulate learning and knowledge exchange, while an examination at the end of the subject will help students review and apply the knowledge and skills learnt.

### Assessment

Case analyses (team and individual)	45%
Discussion board activities	30%
Final examination	25%

### Prerequisites

None

# Syllabus

## Segment 1: Introduction

Students are introduced to the syllabus, the resources and communication tools available within the course.

## Segment 2: eStrategy

The segment considers eBusiness as a set of enabling technologies that can drive an organisation's business strategy. Students learn to adjust and refine business strategies to take advantage of the Internet. Using the SWOT and value chain methods to analyse business strategy, the segment shows how to use the Internet and related technologies to enhance strategic business plans. Students also learn how to design successful business strategies based on eBusiness.

## Segment 3: eCommerce

Students learn about the capabilities, characteristics and limitations of major technologies in their organisations. Armed with the basic concepts and terminologies, the segment highlights information on how to devise appropriate eBusiness strategy and tactics, allocate resources and forecast opportunities and threats harnessing the Internet. Students learn how to make informed decisions about how Internet functionalities can benefit organisations. Payment systems, privacy issues and requirements are some of the topics covered.

## Segment 4: B2B eCommerce

Students develop an understanding of business-to-business (B2B) opportunities and transactions in the segment. Using well-known companies, such as Dell, Federal Express, Cisco and GE, the segment examines how organisations have applied the unique benefits of the Internet to achieve their goals. Students learn to maximise value from implementing supply chain management concepts through technologies in electronic data interchange, horizontal and vertical markets, and electronic trading hubs.

## Segment 5: B2C eCommerce

The segment provides information on business-to-consumer (B2C) Internet practices, highlighting transition issues and the service-cost trade-offs. Students learn to construct and implement eBusiness models that integrate appropriate applications of automated customer interaction with human customer interaction, helping to mitigate online channel conflict. The integration of website strategies with online alliance channel strategies is an important element in customer relationship management which is covered in the segment.

## Segment 6: eBusiness Leadership

Students gain insights of sound leadership practices and human resource management in the new economy. The segment deals with the particular cultural requirements of operating in the eBusiness environment. The global economy, with its new information and communication technologies and focus on intellectual capital, demands new leadership perspective and refined eBusiness strategies.

### Required textbook

Weill, P. and M. Vitale. *Place to Space: Migrating to eBusiness Models*. Boston: Harvard Business School Press, 2001.

# Global Faculty

## Subject Author

Professor Danny Samson  
University of Melbourne

**U21Global subjects are created by acknowledged experts in their field, usually senior academics who have strong understanding of postgraduate requirements. The subject content is further reviewed by academic specialists who appraise the subject from an independent perspective, ensuring a high-quality, professional product.**

650 eBUSINESS was created for U21Global by **Danny Samson**, Professor and Head of the Department of Management at the University of Melbourne, where he holds a number of other senior positions, including Associate Dean (Development) of the Faculty of Economics and Commerce; Director of the Foundation for Sustainable Economic Development; and Deputy Chair of the Industry Advisory Board at the European Australian Co-operation Centre for Continuous Improvement and Global Innovation Management (EACC). He founded and directed for 10 years the Centre for Manufacturing Management at the University of Melbourne. He is also a senior conjoint faculty member at the School of Enterprise, Melbourne University Private. Dr Samson earned his PhD from the Australian Graduate School of Management.

## Subject Reviewer

Professor Vikram Sethi  
Wright State University

The subject was reviewed by **Vikram Sethi**, Chair Professor in the Management Science and Information Systems Department at the Raj Sooin College of Business, Wright State University, US. He previously held the position of Associate Professor and PhD Co-ordinator at the University of Texas, Arlington. Dr Sethi has published more than 50 articles in refereed journals and conferences. He is the author of numerous books and white papers in the area of global information systems, human capital management, organisational transformation and information system project-risk assessment.

## Professors

**Students' progress will be guided by dedicated Professor Facilitators based around the world. They provide an international perspective and impart knowledge through a wealth of experience in their field of specialisation. Our Professor Facilitators will help students make sense of the information to enable students to transform the information into knowledge and creative solutions.**



Vatcharaporn ESICHAIKUL

Vatcharaporn Esichaikul is Associate Professor of Computer Science and Information Management at Asian Institute of Technology, Thailand. She previously taught at the Faculty of Commerce and Accountancy, Chulalongkorn University, Thailand. Dr Esichaikul's teaching and research interests include electronic business, management support systems, IT project management, IS/IT strategy and global information technology management. She received her PhD in Management Information Systems from Kent State University, and her MBA from Oklahoma State University, US.



Adam HUARNG

Adam Huarng is a faculty member at California State University in Los Angeles. A former faculty member at Minnesota State University, Dr Huarng was Chair of the Computer Science Department at Purdue University, Fort Wayne. He teaches computer science and information systems courses and his research interests are in the area of software development, database analysis and eCommerce development. He received his PhD in Business Administration with major in Management Information Systems from The University of Memphis and his BA from Tunghai University, Taiwan.



Nazmun NAHAR

Nazmun Nahar is Associate Professor in Information Technology at the University of Jyväskylä, Finland. Her teaching and research interests are in software and information systems development, international outsourcing, information technology management, IS strategic management, diffusion of IT innovations, IT-supported globalisation and management of firms, global eBusiness, knowledge transfer and management, strategic partnerships and IT-supported international learning and training. She has a PhD in Information Systems Engineering from Tallinn Technical University, Estonia and another PhD in Information Systems Science from the University of Jyväskylä, Finland.