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Course Syllabus
e-Business Strategy – ME2095
ECTS Credits: 7.5
Royal Institute of Technology (KTH) – Spring 2023

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Course description and main content

This course will cover the foundations of strategies for e-business, and the importance of Business Process Reengineering (BPR) in order to achieve effective e-business strategies. During the course, students can analyse different e-strategy frameworks and find alternative strategies in the market. The content will cover the following:

- Analysis of different e-strategy frameworks
- Strategy alternatives in e-business markets
- Examine the possibilities in the e-business market
- Selection of appropriate strategies for buyers and suppliers with e-markets
- application and evaluation of mobile trade
- Implementation of e-business strategies
- A systematic approach for developing innovations that aim to make the competition irrelevant

Learning outcomes

Upon completion of this course, students should be able to:

- Describe and apply central concepts in the e-business strategy of different platforms in different industries
- Explain and analyse the macro environment and the industry structure for e-business strategy formulation
- Explain and analyse the internal dimensions of e-business formulation
- Describe and apply the value process framework
- Analyse academic articles, review, and argue theoretical concepts of strategies in e-business.

Teaching Philosophy

My teaching philosophy is that of learner-centred teaching, which means:

- Content is used and not just covered
- Learners take responsibility for their learning
- The professor is a facilitator and guide
- Students participate in groups
- Students teach others what they have learned
- Students participate in self-assessment
- All must be prepared (Weimer 2002).

Digital Support (Canvas)

Additional course-related material and information will be made available in a course room in Canvas for students registered for the course.

Language

The course will be delivered in English, including any oral presentations, discussions and all written material.

Participants' Responsibilities

- Every student is expected to provide an input of not less than 200 working hours for this course.
- Students are expected to study related chapters and selected cases in advance.
- Learning to work in a team is both important and necessary. Students are responsible for and expected to participate in their respective team's activities. **Failing to participate in team activities will affect your grade!**
- Presence **and** participation during seminar-group sessions are compulsory.
- Plagiarism will be dealt with by the University rules. Any copying or unethical use of sources may lead to severe disciplinary actions.
- Students are required to engage and actively participate during the lectures and seminars.

Examination adapted to students with special needs

- The following applies to students with functional variations who have a statement from KTH's FUNKA unit on recommended support measures during examination:
- - Support measures under code R (i.e. adjustments relating to space, time, and physical circumstances) are granted by the examiner
- - Support measures under code P (i.e. pedagogical measures) are granted or rejected by the examiner after the student has contacted the examiner following KTH's rules. Usually, support measures under code P will be granted.

Course Structure

This course will be based on lectures, case studies (group assignments), and Article discussion (individual assignments), as described in the course schedule on page 6.

This course contains *lectures* covering the main content of the course.

The **case studies** (group assignments) allow students to learn how to use a systematic analytic approach to define e-business strategy problems and develop alternative solutions. The case method places the students in a simulated business environment. When solving the cases, the presenting team will adopt the role of a consultant team.

Working in teams and learning to interact with other students is an essential part of this course. Each group will be assigned one case study to solve. Case studies will be allocated during week 18. Students need to write a report following the guidelines below. The focus should be on the different sections of the case study, including some possible alternatives. This should be uploaded on Canvas on **May 30th at noon**.

Students should sign up for their groups latest by April 1st. Every team member is expected to participate in all discussions. The use of presentation slides is strongly recommended. Students are encouraged to provide their audience with a logical explanation of their observations rather than just reading from their slides.

Article Discussion (Individual assignment) consists of students working ***individually***. This assignment will allow students to find scientific articles on e-business strategies and present and discuss them in class. Projects will be presented and discussed during the seminars, and each student should submit the slides on Canvas before the seminar.

Literature

- *Textbook: Jelassi T., Enders A., 2008, "Strategies for e-Business", Prentice Hall, Fourth Ed. ISBN: 978-3-030-48949-6, ISBN: 978-3-030-48950-2 (e-Book)*
- *Complimentary textbook: Chaffey D., 2011, "e-Business and e-Commerce Management: Strategy, Implementation and Practice", Prentice Hall, Fifth Ed. ISBN: 978-0-273-75201-1*
- *Source of cases: Textbook: Jelassi T., Enders A., 2008, "Strategies for e-Business", Prentice Hall, Fourth Ed. ISBN: 978-3-030-48949-6, ISBN: 978-3-030-48950-2 (e-Book)*

Grading

- INL1 - Assignment, 3.0, Article discussion and PPT, grading scale: P/ F
- INL2 - Assignment, 4.5, Case study, grading scale: A, B, C, D, E, FX, F

The following provides points of reference for the grading of the INL2, and will be graded A to F (A- E passed, F failed):

E   The student should be able to translate a problem from e-business strategy into an appropriate set of concepts and apply concepts, frameworks and theoretical insights from the course's main content to discuss strategic implications of e-business actions and changes in the firm's environment

C   In addition to the above requirements, the student should be able to apply concepts, frameworks and theoretical insights from the course's main content to analyse complex strategic problems

A   In addition to the above requirements, the student should be able to independently combine insights from different parts of the course to provide sound managerial advice regarding complex strategic challenges

The following provides points of reference for the grading of the INL1, and will be graded P/F

P   The students should be able to review, discuss and argue academic articles. They need to demonstrate the ability to identify exciting aspects/points. The student demonstrates the ability to combine some theoretical sources.

The grading of the course will be based on two types of examination activity:

- Assignments must be completed to be graded A-F on examination moment INL2 for the first four learning objectives and P/F on examination moment INL1 for the last learning objective.
- The course's final grade is the same as the grade for INL2, assuming INL1 is Pass.

Written Case Study Report

There is no unique format; however, each team should focus on explaining, motivating, establishing logical connections, etc.

Grading will depend on the report's usability from a decision-maker's perspective. This necessitates the ability of those presenting to communicate, motivate and provide logical justifications for the most pertinent issues.

As a guideline, the following sections need to be included in the written report:

- ✓ *Background:* This section should provide the reader with an understanding of the critical issues of the situation and shall therefore be an extraction of the relevant issues described in the case. All information about the problem later used in the report must be included, while non-relevant details should be excluded.
- ✓ *Situation analysis:* Based on the description given in the background, this section should include appropriate theory, models and calculations for analysing the situation. Wherever possible, estimates should be used to support verbal analysis. Any use of theory, models and measures that do not contribute to a better understanding of the situation should be excluded.

- ✓ *Problem definition:* Based on the outcome of the analysis, this section should focus on defining the problem(s) that need to be handled. Care should be taken to distinguish between short and long-term issues.
- ✓ *Alternatives:* This section should contain alternative solutions (activities) for handling the defined problem(s), including any advantages and disadvantages of every option. Students are also expected to demonstrate a good understanding of trade-offs and their implications and the feasibility of the proposed alternatives. However, no further analysis is expected in this section.
- ✓ *Recommendations:* This section should include a final proposition based on the alternatives presented in the previous section. Any specific information that may not be available yet will influence the recommendation/s also needs to be described and justified.

Content of the Article Presentation

Find a scientific article in the area of research on e-business strategy. The article should be well-cited from a well-ranked journal. Students should study the article and present the essential parts containing the importance of the research, research objective, leading theory and conceptualisation, methodology and summary of the results.

Course schedule – e-Business Strategy ME2095

Note! The contents of lectures are preliminary and can be modified.

DATE	TIME	ROOM	CONTENT	ACTIVITY
23/03/23	10:00 - 12:00	B25	Course introduction Key terminologies and e-business strategy framework	Lecture
28/03/23	10:00 - 12:00	B25	External analysis ***Article discussion***	Lecture
30/03/23	10:00 - 12:00	B25	Internal analysis ***Article discussion***	Lecture/ seminar
04/04/23	10:00 - 12:00	B22	Strategy options in e-business markets ***Article discussion***	Lecture/ seminar
06/04/23	10:00 - 12:00	E31	Sustaining a competitive advantage over time ***Article discussion***	Lecture/ seminar
18/04/23	10:00 - 12:00	B22	Exploiting opportunities of new market spaces in e-business ***Article discussion***	Lecture/ seminar
20/04/23	10:00 - 12:00	B21	Creating and capturing value through e-business strategies ***Article discussion***	Lecture/ seminar
25/04/23	10:00 - 12:00	B22	Choosing the appropriate strategy for the internal organization of e-business activities ***Article discussion***	Lecture/ seminar
~~27/04/23~~	~~10:00 - 12:00~~	~~B21~~	***Canceled***	Lecture/ seminar
03/05/23	10:00 - 12:00	B23	Choosing the appropriate strategy for interaction with suppliers ***Article discussion***	Lecture/ seminar
11/05/23	10:00 - 12:00	B22	Choosing the appropriate e-business strategy for interacting with users ***Article discussion***	Lecture/ seminar
11/05/23	13:00 - 15:00	B23	M-commerce and U-commerce ***Article discussion***	Lecture/ seminar