

**SAV 3**  
**Swiss AIT Non-residential PhD Programme**

## **Syllabus**

### **Title of module**

## **“Information Management & Electronic Business”**

### **1. COURSE DESCRIPTION**

The Internet and associated technologies form the foundation upon which the information infrastructure of business and society is being built. The "Information Management & Electronic Business" course develops an understanding of the main components of electronic business and commerce. It is based on the value chain including e-products and e-services, e-procurement, online marketing, e-contracting, online distribution, e-payment and electronic customer relationship management.

Key Words: Electronic Business, Electronic Commerce, Business-to-Business (B2B), Business-to-Consumer(B2C), Online Marketing, Customer Relationship Management

### **2. COURSE OBJECTIVES**

The objectives of the course are to

- Balance chance and risk of electronic business activities
- Develop a business model for electronic products and services
- Understand the value chain including the information, negotiation, and processing phase of electronic business transactions
- Know the characteristics of customer relationship management and online marketing
- Understand the effects of electronic business for individuals and society

### **3. COURSE OUTLINE**

#### Part I: The E-Business Framework

Difference between electronic business and electronic commerce, electronic markets, disintermediation, horizontal and vertical market places

#### Part II: E-Products and E-Services

Classification of business webs: agora, aggregation, value chain, alliance, supply chain net; business model for e-products and e-services, branding and pricing

#### Part III: E-Procurement

Difference between purchase and procurement, market solutions: sell-side, buy-side, and market place; integration of product catalogue, procurement service providing

#### Part IV: Online Marketing

Comparison of online media, usage of Internet and websites, stages of a customer development model: surfer, consumer, prosumer, buyer, and key customer

#### Part V: E-Contracting

Generic services: information, negotiation, archiving, enforcement, reconciliation; structure of a contract, digital signature, legal affairs

#### Part VI: Online Distribution

Components of a distribution system, characterisation of online distribution, hybrid distribution networks, model for electronic software distribution

#### Part VII: E-Payment

Electronic means of payment, micro and macro payment, classification of payment systems: credit cards, customer accounts, digital money; secure transactions

#### Part VIII: Electronic Customer Relationship Management

Objectives of CRM, customer acquisition and liaison, customer buying cycle, architecture of CRM systems, customer satisfaction survey

#### Part IX: E-Business Environment

Information society, building process for communities, multi-option society, ethics in electronic business

## 4. METHOD OF INSTRUCTION

- Lectures on the value chain of electronic business
- Self-study and discussions of relevant research papers
- Workshops with business cases
- Presentation of group works

## 5. Evaluation

The evaluation of class participants is based on

- Active participation during the course and workshop sessions (20%)
- Presentation of a case study (40%)
- A written exam (40%)

## 6. MATERIALS

Required Readings:

Selected research papers (see course material)

Further Readings:

May P.: The Business of E-Commerce – From Corporate Strategy to Technology. Cambridge University Press, 2000

Shaw M., Blanning R., Strader T., Whinston A. (eds): Handbook on Electronic Commerce. Springer, 2000

Tapscott D., Ticoll E., Lowy A.: Digital Capital – Harnessing the Power of Business Webs. Harvard Business School Press, 2000

## 7. Communication

Course Instructor Prof. Dr. Andreas Meier, University of Fribourg, Switzerland

Workshop Assistants Dr. Dac Hoa Nguyen & Daniel Frauchiger, University of Fribourg, Switzerland

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