

Module Layout BEC423 / E-Business

Faculty	FEM	Economics and Management	
Programme of Study	BEC	Business Economics	
Module	BEC423	E-Business	
Level of Study	Undergraduate	Graduate	
	√	Master	Doctoral
Language of Instruction	English		
Mode of Delivery	Distance		
Module Type	Required	Electives	
	√		
Number of Group Consulting Meetings	Total	Physical Presence	Online
	5	-	5
Number of Assignments	2		
Final Grade Calculation	Assignments	Weekly Activities	Final Exam
	30 %	10 %	60 %
Number of European Credit Transfer System (ECTS)	10		

Module Description

The emergence of the digital economy has given rise to new business models. The course BEC423 (E-Business) introduces e-business and e-commerce management. The course covers a wide range of business digitization topics, such as e-business models, e-commerce fundamentals, e-marketing, e-supply chain management, e-customer relationship management, e-strategy, digital business design and implementation, e-business analytics and optimization and change management. This course aims to give students a solid understanding of the fundamental ideas, frameworks, tools, and techniques of digital business and how to redesign and transform traditional processes by embracing business digitization. The students will have a solid understanding of the fundamental ideas and conceptual frameworks that underpin digital technologies in business and a practical understanding of how these technologies are used to create value in the digital era. Important cases and examples of businesses that have changed their business models by integrating digital technologies into their operations are reviewed and examined.

Pre-requisite Modules

None

Co-requisite Modules

None

Grading Scheme

Assessment Method	Percentage on Final Grade	Workload	
		Hours	ECTS
Study Week (13 weeks * ~12 hours of study) (2 weeks * ~18 hours of study)	0%	~180 - ~210	7
Weekly Interactive Activities	10 %	~25 - ~30	1
Assignment 1	15 %	~18 - ~25	1
Assignment 2	15 %	~18 - ~25	1
Final/Repeat Examination	60 %	3	-
Total	100 %	~250 - ~300	10

Grading Rules and Assessment methods

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e. $90\% \times 10 = 9$, etc.
- **Passing rate**
 - 50% of the Assignments
 - 50% of the Interactive Activities
 - Students are allowed to participate in the final exam of a Module if they have overall earned the minimum grade ($\geq 50\%$) in both their Assignments and Interactive Activities
 - 50% of the Final Exam

If a student obtains a grade with decimal points, then the final grade is rounded to the nearest half unit. This module (Thematic Unit) is considered to have been successfully completed when the grade is equal to or higher than 5.0.