

### Module Layout BEC423 / E-Business

<b>Faculty</b>	FEM	Economics and Management	
<b>Programme of Study</b>	BEC	Business Economics	
<b>Module</b>	BEC423	E-Business	
<b>Level of Study</b>	Undergraduate <input checked="" type="checkbox"/>		Graduate
		Master	Doctoral
<b>Language of Instruction</b>	English		
<b>Mode of Delivery</b>	Distance		
<b>Module Type</b>	Required <input checked="" type="checkbox"/>		Electives
<b>Number of Group Consulting Meetings</b>	Total 5	Physical Presence -	Online 5
<b>Number of Assignments</b>	2		
<b>Final Grade Calculation</b>	Assignments 30 %	Weekly Activities 10 %	Final Exam 60 %
<b>Number of European Credit Transfer System (ECTS)</b>	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
<b>Study Week</b> (13 weeks * ~12 hours of study) (2 weeks * ~18 hours of study)	0%	~180 - ~210	7
<b>Weekly Interactive Activities</b>	10 %	~25 - ~30	1
<b>Assignment 1</b>	15 %	~18 - ~25	1
<b>Assignment 2</b>	15 %	~18 - ~25	1
<b>Final/Repeat Examination</b>	60 %	3	-
<b>Total</b>	100 %	~250 - ~300	10

### Grading Rules and Assessment methods

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e.  $90\% * 10 = 9$ , 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.