



Electronic Business Systems

School of Engineering & Design

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<http://www.brunel.ac.uk/~emstaam/>

(1)

References



Essentials:

- ELECTRONIC BUSINESS SYSTEMS MODERN ENTERPRISE: DESIGN, MANAGE AND LEAD, 4th Edition, (2012). Course Book (available from School's Store)- and additional course notes which will be available electronically.
- E-Business (2004) by Paul Beynon-Davies (Palgrave Macmillan, ISBN-10: 140391348X , ISBN-13: 978-1403913487)

Recommended

- Introduction to E-commerce, E. Turban and D. King (2003), Pearson Education
- E-Commerce Strategies and Models for Business-to-Business Trading, Timmers, P. Library catalogue number: HF 5548.32.T56,
- Business Information Technology Management Alternative and Adaptive Futures, Hackney, R. & Dunn, D., Library catalogue number: HF 5548.2.B875,
- The eProcess Edge, Creating customer value and business wealth in the Internet era, Keen, P. & McDonald, M., Library catalogue number: HD 30.28K43,
- Giachetti, R. E (2010), Design of Enterprise Systems, CRC Press, Taylor & Francis Group.
- Satzinger, J. W., Jackson, R. B. and Burd, S. D. (2012), Introduction to Systems Analysis and Design – An Agile Iterative Approach, 6th Edition, Course Technology, Cengage Learning.
- Stair R., Reynolds G. and Chesney, T. (2012), Fundamentals of Business Information Systems, Second Edition, Cengage Learning.



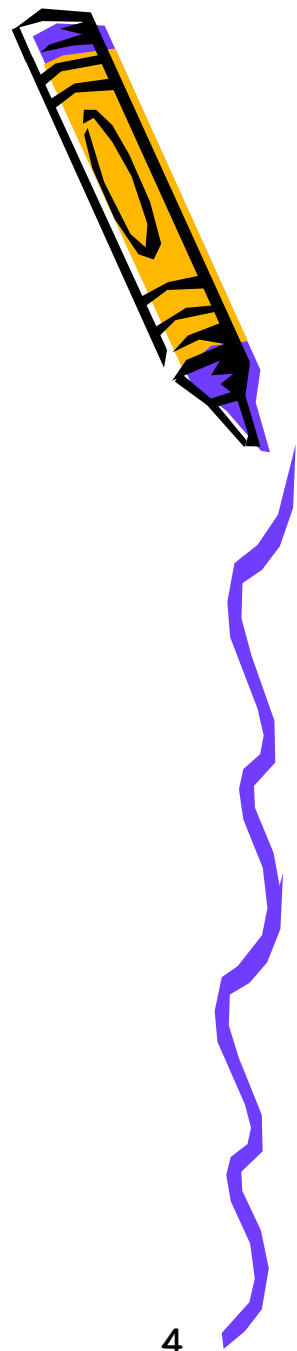
Module Objectives

- Introduction to the concept and infrastructure of e-Enterprise
- Assessment of opportunities that e-business offers
- Implementation of Mobile and Electronic Commerce
- Management issues in the electronic era
- Business process management



Module Topics 1 [Term 1]

- **The E-Business Context**
 - Value Chain, Economics of digital systems and Globalisation
- **Introduction to Internet-based online business**
 - e-Commerce, competitive edge
- **Business Information technology**
 - BPR, m&e Business Models, Global e-commerce
- **E-Systems and Virtual Organisations**
 - Virtual organisations, e-Business systems



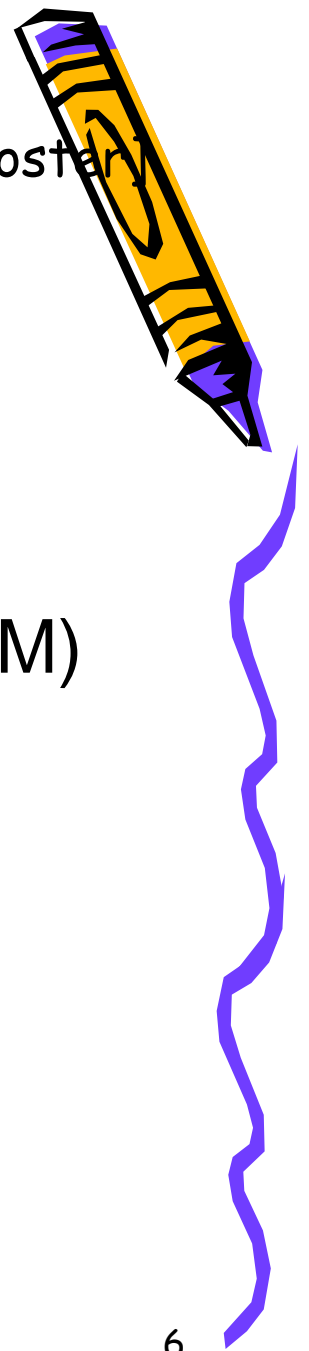
Module Topics 2



- **Networking and communication**
 - Communication standards, Computer networks – types, Web enabling languages and software
- **Internet commerce and business communication**
- **E-Business product and service customisation**
- **M & E-Commerce security**
 - Security, encryption and password control, Firewalls
- **Enterprise Architecture and E-Process**



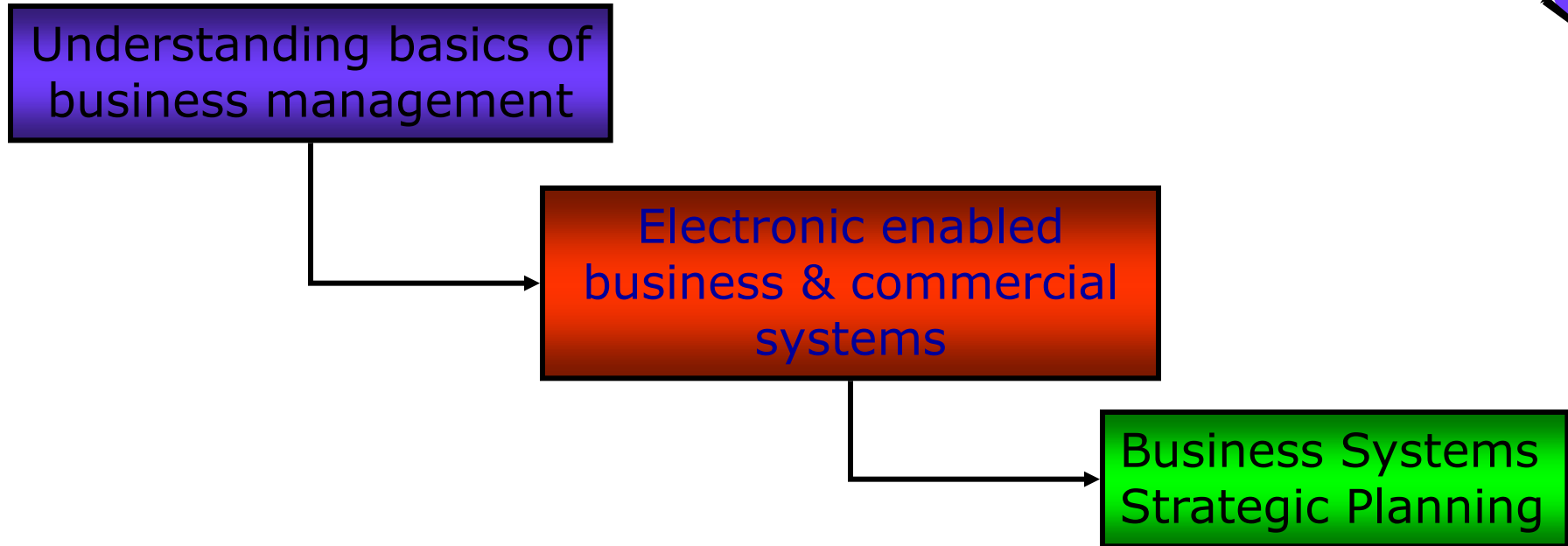
Module Topics 3 [Term 2 - Dr Rebecca De Coster]



- Business and Systems
- Access Devices and Channels
- The Business Environment
- Customer Relationship Management (CRM)
- M&E-Business Planning
- M&E-Business Strategy
- M&E-Business Management
- M&E-Business Projects



Learning Trend



*Knowledge, Ability and Skills
Develop – Design – Manage – Run*

Assessment

- **Exam**
- **Seminars and Presentations**
 - Individual Assignment on CRM
 - Group Project
 - E-Business Model
 - Technical analysis, business models, business practice / positive points and negative points of the analysed system.
 - Oral presentation, use of multimedia, content, quality, and written report of Max 4000 words.

60%

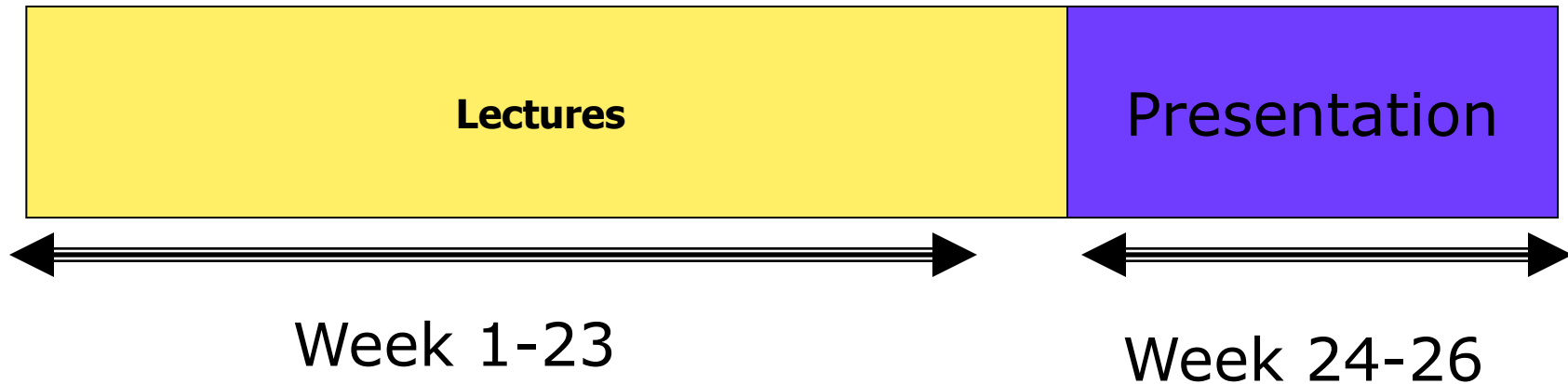
10%

30%

Up to 5%

Bonus (Research, Report and Presentation)

Time Scale



1. Deadline for Business Model Report **See Instructions by TPO**
2. Business Model Presentations **wks 24-25**

