



# ME2095 e-Business Strategies

## 7.5 credits

### e-businessstrategier

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

### Establishment

Course syllabus for ME2095 valid from Spring 2018

### Grading scale

A, B, C, D, E, FX, F

### Education cycle

Second cycle

### Main field of study

Industrial Management

### Specific prerequisites

ME1035 Marketing Management

### Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

On completion of the course, the student should be able to

- Evaluate the applicability of different e-business platforms in other industries
- Analysis of appropriate e-business strategies for companies
- Design, suggest and carry out e-procurement, and e-business strategies for companies in an early stage of adaptation.

## Course contents

- 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

## Course literature

Will be announced at the beginning of the course

## Examination

- PRO1 - Project, 7.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

## Other requirements for final grade

Approved Project Work

## Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.

- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.