ME2095 e-Business Strategies 7.5 credits

e-businesstrategier

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

On 11/04/2019, the Dean of the ITM school has decided to establish this official course syllabus to apply from autumn term 2019 (registration number M-2019-0756).

Grading scale

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

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

ME1315 Industrial Marketing for I or ME1035 Marketing Management completed

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

1. describe and apply central concepts in e-business strategies for different platforms in different sectors

2. give an account of and analyse macro environment and business structure when developing e-business strategies

3. give an account of and analyse the internal dimensions when developing an e-business

4. describe and apply "value process framework"

5. analyse scientific articles and argue for different underlying theoretical concepts for e-business strategies.

Course contents

• Analysis of different frameworks for e-strategies

• Strategy options in e-business markets

• Study of the possibilities in an e-business market

• To choose appropriate strategies for buyer and vendor in an e-market

• Application and evaluation of mobile trade

• Implementation of different e-business strategies

• Systematic ways to develop innovations with the aim to make the competition irrelevant

Examination

• INL1 - Assignment, 3.0 credits, grading scale: P, F

• INL2 - Assignment, 4.5 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.

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.