Minor E-Business and Online Commerce 2017-2018
Hier vind je de beschrijvingen van de vakken in de minor. Meer inhoudelijke informatie over de minor vind je op minor.vu.nl.
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Doel vak

Academic skills:
• analysis – ability to examine and understand problems from different perspectives
• argumentation – ability to put forward well-founded, substantiated points of view, both in spoken and written format

Knowledge:
• Ability to make connections between theories, models, and concepts
• Acquire specialized, in-depth knowledge and insights in the field consumer science in online commerce

Bridging theory and practice:
• applying theoretical knowledge in a specific business situation
• experience real-life business problems

Social skills:
• ability to present on substantive issues related to consumer science in online commerce
• ability to work in a team and reflect on your own role in the team

Inhoud vak

The Internet and digital media have transformed marketing and business since the first website went live a long time ago. More than 20 years later over one billion people around the globe regularly use the web to find products, entertainment and soulmates. Consumer behavior and the way companies market to both consumers and businesses have changed dramatically. To succeed in the future, organizations will need marketers, strategists and agencies with up-to-date knowledge about the digital consumer and his or her behavior. Digital marketing is an exciting area to be involved in, since it poses many new opportunities and challenges yearly, monthly and even daily. Innovation is a given with the continuous introduction of new technologies, new business models and new communication approaches. How consumers deal with these changes and apply them to their personal lives becomes more important for marketers to understand.

In this course you are inspired and challenged to discover the possibilities and consumer response to digital developments. Typically, topics may evolve around issues such as: (online) customer journeys; different phases and touch points in the journey; contextual influences (assortments, web design, product presentation); social interactions
The classes are highly interactive. This means, that it will require a high degree of participation and preparation from the students.

**Onderwijsvorm**
Lectures
Tutorials

**Toetsvorm**
Assignment – Individual assessment
Group project assignment – Group assessment
Group and in-Class participation – Individual assessment

**Literatuur**
Required readings consist of articles and will be announced via Canvas (together with other required materials).

**Vereiste voorkennis**
N/A

**Aanbevolen voorkennis**
A basic understanding of marketing principles and business-related courses

**Overige informatie**
N/A

**E-Commerce Supply Chain Management**

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<td>prof. dr. ir. S.L.J.M. de Leeuw</td>
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**Doel vak**

- **Academic Skills:**
  This course furnishes you with the ability to recognize and analyze fundamental structures and starting points of e-commerce supply chains and to formulate management conclusions for improvements in ecommerce supply chains.

- **Quantitative Skills:**
  You will study methods to analyze the performance of e-commerce supply chains

- **Bridging Theory and Practice:**
  Students will be exposed to four parts of the supply chain in this course: (1) warehousing, (2) multi-channel fulfilment, (3) transportation in the last mile, and (4) returns management.

(social media, online reviews); and mobile commerce.
You will study stylized cases and analyze a real-life case study; we will include guest lectures and a company visit to an ecommerce warehouse.

• Social Skills:
You will analyze and develop solutions for stylized case problems in teams and present that in teams.

Inhoud vak
E-commerce retail has shown a consistent double-digit growth over the last years. It is generally recognized that the delivery of parcels to consumers is pivotal. The Netherlands, while being recognized as a world leader in logistics according to the Logistics Performance Index, is best in class on several aspects of ecommerce supply chains including short delivery lead-times and late order cut-off times. The EU has formulated a bold target to achieve 20% of all EU online retail via cross border retail by 2020. This provides enormous challenges and particularly in the supply chain.
In this course we address key themes in managing the supply chain of online transactions. We start this course with the consumer. We start with discussing consumer preferences related to logistics options in the ecommerce supply chain. We then review facility location and design literature and consecutively discuss inventory management and inventory pooling. We will pay attention to sustainability in managing ecommerce supply chains and to a method to benchmark fulfillment centers.

Onderwijsvorm
Lectures
Tutorials

Toetsvorm
Written exam - Individual assessment
Assignments - Group assessment

Literatuur
Readings will be announced via Canvas

Aanbevolen voorkennis
Bachelor BK SCM 1 or similar

Emerging Technologies for E-Business and Online Commerce

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Doel vak
After completion of this course, students will:
- Have an integrative knowledge of the various aspects of E-business and online commerce discussed in the preceding courses.
- Have knowledge of the most important managerial barriers in E-business and online commerce processes.
- Be able to critically assess the pros and cons of applying recent technologies in E-business and online commerce processes.
- Be able to provide a concrete advice concerning the feasibility of the use of such technologies and an understanding of how to overcome barriers.

Inhoud vak
This course focuses on the question how emerging technologies can play a role in supporting organizations’ E-business and online commerce processes. Based on the knowledge gained in the first four courses of this minor, students will conduct a feasibility study concerning a recently emerged technology. They will develop an application and study the possible barriers that could occur in bringing this application to the market. They will develop countermeasures to overcome the identified barriers and to involve the respective peer groups. The technology at hand will be selected by the course coordinators, and will be a technology that newly entered the market. The analysis will focus on questions like:
- What is the potential value of this technology in supporting organizations’ E-business and online commerce activities?
- What are potential barriers that could hinder or block the roll-out of a technology?
- What are the demands and consequences of applying this technology in terms of consumer interaction, logistics, information systems and other relevant aspects?
- To what extent is applying this technology feasible in terms of costs, benefits, fit with the current enterprise architecture, business processes, consumer preferences, etcetera?

The outcome of this analysis is a business report in which a concrete advice is given in terms of the feasibility of this technology, and sheds light on the different aspects of logistics and fulfilment as well as marketing, technology and data, and insights for the e-business solution. Although academic fundamentals should be applied, this business case has a highly relevant practical component as well.

Onderwijsvorm
Lectures
Tutorials

Toetsvorm
Written Assignment - Group Assessment
Presentation - Group Assessment
Participation - Individual Assessment

Literatuur
Various papers that will be made available via Canvas.

Vereiste voorkennis
This course is part of the minor E-business and Online Commerce. Students should at least be familiar with the content of ‘Introduction to E-business and Online Commerce’ and ‘Consumer Science for Online Commerce’
Aanbevolen voorkennis
Courses in period 1 and 2 of the Minor E-business and Online Commerce

Doelgroep
This minor can be followed by all SBE bachelor students. In addition, advanced bachelor students (third year) from other faculties as well as other universities are welcome to join. Particularly those with in an interest in Business and Organization Studies, Economics, Social Sciences, Social Psychology, Healthcare, Media and Communication Studies, Engineering, Technology Management, Operations Management and Education.

It is especially interesting for:
- Future managers who want to understand how Emerging Technologies can be implemented in existing business
- Intrapreneurs that want exploit the opportunities Emerging Technologies offer for E-business and online commerce
- Future consultants in E-business and online commerce, strategic business consultants, or government policy consultants

Overige informatie
This course is part of the minor E-business and Online Commerce.

Information Systems in E-Business and Online Commerce

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Doel vak
Knowledge:
• Obtain in-depth insight into the important trends in Information and Communication Technologies (ICT) and how these trends impact organizations’ E-business activities;
• Understand the role and value of ICT in the digital transformation of organizations;
• Understand how e-business relates to various degrees of digitalization by 1) optimizing industrial production logic, 2) integrating market feedback in service delivery processes and 3) facilitating supplier, crowd or peer production networks;
• Have knowledge of relevant theories about the various aspects of ICT in relation to organizations’ E-business activities;

Bridging Theory & Practice
• Be able to apply their understanding, insight and knowledge about ICT in relation to E-business to a practical case and the development of an E-business solution.
Inhoud vak
Recent technological developments in ICT are creating new possibilities for the interactions between organizations and various parties in their environment – business partners, customers, and others. At the same time, the use of these technologies also creates unprecedented amounts of data that organizations need to make sense of. In this course, we focus on these technologies, how they affect organizations’ E-business and online commerce activities, and the demands this puts on the Information Systems (IS) used in the organization. This course does so by covering the following themes:

- Relevant developments in hardware, software and networking;
- The interaction between technology and organization;
- Enterprise Architecture and Enterprise Systems;
- How changing ICT architectures and developments in the area of big data, cloud computing, the Internet of Things, social media and mobile technologies affect organizations’ E-business activities;
- The changing nature of markets and supply chains related to these technological developments

We relate these themes to concrete issues related to managing ICTs for E-business. Examples of such issues are:

- How to optimally support both back- and front-office E-business processes with ICT;
- How to derive meaningful intelligence from the big data generated by interactions and transactions through applications in the area of business Intelligence and algorithmic decision making;
- How the increasing flexibility of IS (as a consequence of moving to the cloud, modular ICT architectures and the increasing use of mobile devices) influences the way these technologies meet the requirements of these processes;
- How to manage the security of data, processes and systems in light of these developments.

We will not only be discussing these themes and issues in lectures, but you will also apply your knowledge about them in the analysis of a practical case and the development of an E-business solution in relation to that case.

Onderwijsvorm
Lectures
Tutorials

Toetsvorm
written exam - Individual assessment
case assignment - group assessment

Literatuur
Papers that will be made available via Canvas

Internship Minor E-business and Online Commerce

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<td>Coördinator</td>
<td>drs. F.E.J.M. Derksen</td>
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Doel vak

Academic Skills
• Ability to examine and understand problems from different perspectives;
• Ability to put forward well-founded, substantiated points of view, both in spoken and written format;
• Ability to apply acquired knowledge to other problems and in other contexts.

Research Skills
• Ability to translate practically relevant problems into (academically) relevant research questions;
• Ability to design and execute a project using a systematic, analytical approach in a real business environment (of profit or not-for-profit organizations).

Knowledge
• Have specialized, in-depth knowledge and insights about the minor theme;
• Ability to make connections between theories, models, and concepts of that specific minor theme/ discipline.

Bridging Theory and Practice
• Ability to apply theoretical knowledge in a specific organizational context;
• Ability to formulate relevant recommendations for practice based on your knowledge acquired;
• Have a better understanding of what the expectations of the academic and professional field are in terms of knowledge and skills needed;
• Have awareness of the various career opportunities the field offers.

Social Skills
• Have a better understanding of roles and needs of different types of stakeholders that you need to interact with as a professional;
• Ability to work well in a team and reflect on your own role in the team.

Self-awareness
• Ability to reflect on your own responsibilities as well as others;
• Ability to reflect on your personal development;
• Ability receive and are able to deal with feedback from others.

Inhoud vak
Increasingly organizations and maybe even your future employer are looking for experience as well as academic credentials. The School recommends doing an internship, because it is an excellent way to apply the knowledge and (academic) skills which you acquired during your studies. Your most important learning goal as a student-intern is to familiarize yourself with professional and market-related skills in a real and new organizational environment. With the job market becoming increasingly competitive, gaining relevant experience will give you a good start into your professional career.
Companies offer a wide range of internships in various disciplines. What is crucial in obtaining approval for your internship and eventually obtaining your study credits, is that there is a clearly defined project that allows you to fulfill the learning objectives. Also, the project needs to allow for an individual assessment.

Finally, note that in order to obtain your internship credits, your internship has to be pre-approved by the minor coordinator and supervised by a School member that is assigned to you by either the minor coordinator.

**Onderwijsvorm**
On-site Internship

**Toetsvorm**
Written report – Individual assessment

**Literatuur**
Literature relevant to the theme of the minor and internship should be used to develop a solution to the problem that is investigated with the internship project.

**Aanbevolen voorkennis**
Courses of the minor E-business and Online Commerce period 1

**Doelgroep**
Students of the minor E-business and Online Commerce.

It is possible to replace two of the courses for an internship that will be supervised by one of the lecturers of the courses. The courses to be replaced are one out of the two courses “E-commerce Supply Chain Management” and “Information Systems in E-business and Online Commerce” (both in period 2) in combination with “Emerging Technologies for E-business and Online Commerce” (in period 3). Internships should be aligned with a topics addressed in the minor and should be initiated by students. Proposals for an internship need approval from the minor coordinator.

**Overige informatie**
IMPORTANT:

• Subscription to the internship through VUnet is not possible.

• CONTACT THE MINOR COORDINATOR as soon as you have an INITIAL proposal for the internship. Approval of the minor coordinator is essential in order to be able to do a minor internship.

• The general internship manual will be available through VUnet (including more details on a time plan and practical matters). CAREFULLY READ THE MANUAL ON VUNET (go to Services > Degree programme > Internship, or Serviceplein > Opleidingsprogrmma > Stage). The manual will provide more insights in what is exactly expected in terms of your internship proposal, the concrete requirements, and the related time line of activities.

• After completing the internship the subscription to the course as well as the registration of the result will be done by the back office.
Introduction to E-Business and Online Commerce

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Doel vak
Knowledge:
- Acquire an understanding of current E-business practices, developments and challenges.
- Have a basic understanding relevant E-business theory from the fields of information systems, economics, computer science, and logistics.
- Ability to apply this theory to E-business (decision) challenges.
- Insight into the impact of E-business on business practices and the development of new business models.

Inhoud vak
Introduction
- Introduction to digital business and e-commerce
- Marketplace analysis for e-commerce
- Managing digital business infrastructure
- E-environment
Strategy and applications
- Digital business strategy
- Supply chain management
- E-procurement
- Digital marketing
- Customer relationship management
Implementation
- Change management
- Analysis and design
- Digital business service implementation and optimisation

Onderwijsvorm
Lectures
Tutorials

Toetsvorm
Written Exam - Individual Assessment

Literatuur
Readings will be announced via Canvas

Vereiste voorkennis
None

Doelgroep
All students wanting to know more about e-business and online e-commerce