

<b>Course title</b>	<b>Management of innovation and e-business</b>			
<b>Course code</b>	<b>BUS313</b>			
<b>Course type</b>	<b>Theoretical, Compulsory Course</b>			
<b>Level</b>	Undergraduate			
<b>Year / Semester</b>	Year 3 Semester 5			
<b>Teacher's name</b>	Konstantinou Marina			
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>
<b>Course purpose and objectives</b>	This course aims to provide, an up-to-date analysis of the management, innovation and information systems aspects of the use of e-business technology. It combines transaction cost economics of e-business. It is also discuss e-business trends and strategies. It considers the organisational, managerial, technological and theoretical aspects of e-business and how these elements can be combined to produce innovation in business models, processes and products.			
<b>Learning outcomes</b>	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> <li>• Explain the managerial and economic development of e-business</li> <li>• Critically discuss the reasons for successful and failed e-business ventures</li> <li>• Be able to assess the role of innovation in e-business</li> <li>• Explain the key components of e-business architectures</li> <li>• Be able to describe the social, economic and institutional contexts within which e-business has prospered</li> <li>• Analyse and criticise the business models underlying e-business strategies and discuss the increasing importance of intermediation in the digital economy</li> <li>• Apply economic theories, such as transaction cost analysis, to explain the economics of e-business</li> <li>• Explain pricing policies in the digital economy</li> <li>• Be able to discuss the key innovations in business models, products and processes and how e-business contributes to innovation</li> </ul>			
<b>Prerequisites</b>	<b>MGMT112 Introduction to Business &amp; Management</b> <b>ECON102 Introduction to Economics</b> <b>COMP112 Introduction to Information Systems</b>	<b>Required</b>	None	
<b>Course content</b>	<ul style="list-style-type: none"> <li>• <b>Foundations and development of online business</b></li> <li>• <b>The use of transaction cost theory and network economics to explain the economics of e-business.</b></li> <li>• <b>E-business models and strategies in Business-to-Business (B2B) and Business-to-Consumer (B2C)</b></li> <li>• <b>Supply chain:</b> intermediation, e-procurement and e-marketing</li> <li>• <b>Online consumer behaviour:</b> Evolution of e-business models</li> <li>• <b>E-business environment:</b> Economic, ethical, legal and security issues</li> </ul>			

	<ul style="list-style-type: none"> <li>● <b>Pricing strategies within e-business</b></li> <li>● <b>Security and privacy aspects of e-business</b></li> <li>● <b>New organizational forms:</b> Virtual organizations, electronic markets and electronic hierarchies</li> <li>● <b>Innovations involving e-business technologies:</b> The shared economy and C2C marketplaces</li> </ul>
<b>Teaching methodology</b>	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> <li>● Power Point presentations</li> <li>● Guided discussions with the active participation of students</li> <li>● Examples and case studies that relate to the content of the course</li> <li>● Question and answer section</li> <li>● Use of internet and related IT infrastructure</li> <li>● Use of video projector and whiteboard</li> <li>● Assignment</li> </ul>
<b>Bibliography</b>	<p><b>Greek Bibliography</b></p> <ul style="list-style-type: none"> <li>● Chaffey, D.(2016), Ψηφιακές Επιχειρήσεις και Ηλεκτρονικό Εμπόριο: Στρατηγική, Υλοποίηση και Εφαρμογή. Κλειδάριθμος, ISBN: 978-960-461-671-8</li> <li>● Bessant, J., Tidd, J. (2018), Καινοτομία και επιχειρηματικότητα, Τζιόλα, ISBN: 9789604186037</li> <li>● Κώτσιος, Π.(2015), Επιχειρηματικότητα και καινοτομία : Σύλληψη, σχεδιασμός, υλοποίηση και λειτουργία. GRAPHICA, ISBN: 9789609371544</li> </ul> <p><b>English Bibliography</b></p> <ul style="list-style-type: none"> <li>● Scott Bales Hannes van Rensburg(2019), Innovation Wars : Driving Successful Corporate Innovation Programs. [N.p.]: Morgan James Publishing, ISBN 9781642792416 <b>EBSCOhost</b></li> <li>● Christopher Bones James Hammersley(2015), Leading Digital Strategy : Driving Business Growth Through Effective E-commerce. London: Kogan Page, ISBN 9780749473099 <b>EBSCOhost</b></li> <li>● Vrontis,D. Sakka,G Amirkhanpour, M.(2015), Management Innovation and Entrepreneurship : A Global Perspective. Newcastle-upon-Tyne: Cambridge Scholars Publishing,ISBN 9781443874649. <b>EBSCOhost</b></li> <li>● Chaffey,D., Hemphill,T. Edmundson-Bird,D.(2019), Digital Business and E-Commerce Management,7<sup>th</sup>, Pearson Education Limited, ISBN: 978-1-292-19333-5</li> </ul>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>● Attendance and Class Participation: 10%</li> <li>● Assignment: 20%</li> <li>● Intermediate Written Examination: 30%</li> <li>● Final Written Examination: 40%</li> </ul>
<b>Language</b>	English or Greek