Week 11
ECOM13003 Electronic Commerce

Managing the transition
Developing e-business: a strategic approach
A Case study

Outcomes
after this class you should be able to:
- Understand the difference between e-business and e-commerce
- Identify the benefits of e-business
- Describe the issues surrounding e-business implementation
- Understand the challenges of e-business

Class Discussion
- Developing e-business: a strategic approach
  - What are the differences between e-business and e-commerce according to Rodgers et al?
  - What are the advantages & disadvantages of e-business?
  - What are some challenges to implementing e-business?
  - Why is it important to identify critical success factors before implementing solutions such as e-business?

Next Week
- Course review