(LM54)

(Lecce - Università degli Studi)

Teaching DIGITAL BUSINESS

GenCod A004630

Owner professor Gianluca ELIA

Teaching in italian DIGITAL BUSINESS

Teaching DIGITAL BUSINESS

SSD code ING-IND/35

Reference course

Course type Laurea Magistrale

Credits 9.0

Teaching hours Ore-Attivita-frontale: 81.0

For enrolled in 2018/2019

Taught in 2019/2020

Course year 2

Language INGLESE

Curriculum Business Innovation and Entrepreneurship

Location Lecce

Semester Primo-Semestre

Exam type Orale

Assessment Voto-Finale

Course timetable https://easyroom.unisalento.it/Orario

BRIEF COURSE DESCRIPTION

The course aims at providing a systemic vision on models and processes enabling Digital Business, and presenting the main characteristics and technologies.
It is discussed the strategic role played by the integration among digital technologies (including Internet) and the organizational change for the "digitization" and "transformation" of traditional businesses.
The course provides also a general overview about the main standards, techniques and functionalities of the technological platforms enabling a digital business.

REQUIREMENTS

Knowledge about the fundamentals of Business Model and Competitive Strategy.

COURSE AIMS	**Knowledge and understanding.** At the end of the course, the students will develop a broad spectrum of basic knowledge related to the competitive dynamics of the Digital Economy, e-Business models and strategies, e-Business adoption and digital transformation, e-Commerce standards, e-Business suite functional services, digital security, online payment, UML and XML. **Applying knowledge and understanding.** At the end of the course, the students will be able to describe and define an e-Business Model, design a project for technology adoption within an organization, develop UML diagrams and XML documents, use the basic services of an e-Business suite, understand the main principles of digital security, know the main on line payment systems. **Making judgements.** The course develops within students the ability of independent judgment in the appropriate choice of organizational model, competitive strategy, and technological solutions to support the development of an e-Business, as well as the critical ability to assess the sustainability of an e-Business. **Communication skills.** The course provides students with the opportunity to develop effective communication skills by discussing business and technical presentations with a varied and composite audience having heterogeneous knowledge background, culture, and language. Besides, during the course, some visits nearby companies and seminars held by invited speakers are organized in order to support further the development of communication and interaction skills. **Learning skills.** The course supports students to develop self-learning skills, in order to acquire the autonomy to deepen new topics that are related to the core contents of the course. This may happen during the discussion of case studies, or the development of the project work, ot the usage of the e-Business suite.
TEACHING METHODOLOGY	Face-to-face interactive lectures. Discussion of case studies. Use of an e-Business suite. Elaboration of a project work.
ASSESSMENT TYPE	Presentation and discussion of the project work. Oral interview.
OTHER USEFUL INFORMATION	For futher information or requests, please contact the instructor by email or at the end of class meetings.

FULL SYLLABUS

- The fundamentals of the Digital Economy
- The impact of Internet on the organization
- From e-Commerce to Digital Business (e-Business)
- The e-Business evolution
- Some taxonomies of e-business models and case studies
- A methodological roadmap for e-business adoption
- e-Business platforms (Customer Relationship Management - CRM; Supply Chain Management - SCM; Enterprise Resource Planning - ERP)
- UML fundamentals
- XML fundamentals
- e-Business standards
- Fundamentals of digital security
- On line payment systems

REFERENCE TEXT BOOKS

- Efraim Turban, David King, Judy Lang (2011) "Introduction to Electronic Commerce, 3/E", Prentice Hall.
- K.C. Laudon, J.P. Laudon (2004) "Management Information System", Prentice Hall.
- Afuah, C. Tucci (2003) "Internet Business Models and Strategies – II ed.", McGraw Hill (chapters 1, 2, 3, 4, 6, 7)
- T. Jelassi, A. Enders (2005) "Strategies for e-Business", Prentice Hall (chapters 3, 5, 10).
- A. Margherita, G. Elia, G. Secundo (2018) "Project Management Canvas", Franco Angeli.
- References to web sites, case studies and articles suggested during the course.