COURSE INFORMATION

Course title:	Managing E-Business		
Course code:	BAIT 513	Credits:	1.5
Session, term, period:	2023S	Class location:	
Section(s):	822	Class times:	Friday 3:30 – 10pm, Saturday 9am – 5pm, Sunday 9am – 5pm
Course duration:	August 11-13, 2023	Pre-requisites:	NA
Division:	AIS	Co-requisites:	NA
Program:	IMBA		

INSTRUCTOR INFORMATION

Instructor:	Ning Nan, PhD, Associate Professor		
Phone:	1-604-827-3260	Office location:	NA
Email:	ning.nan@sauder.ubc.ca	Office hours:	Upon request

COURSE DESCRIPTION

This course provides students with an understanding of the business implications of established and emerging digital technologies. It covers various aspects of e-business, including e-commerce, digital innovation, e-business solutions for societal challenges, and digital trends. Through a combination of theoretical knowledge and practical exercises, students will develop a solid understanding of digital business models and learn how to leverage technology to drive innovation, growth, and competitive advantage.

COURSE FORMAT

The course will be conducted in person. The delivery of course content uses a combination of lectures, instructor-led discussions, student-led discussions, and hands-on exercises. The expectation is that the class will be interactive – with students sharing their observations, experiences, and insights related to the course content and their personal areas of interest.

LEARNING OBJECTIVES

The purpose of this course is to help students develop a broad understanding of the emerging forces that shape e-business and how e-business can be used as a tool for business value. By the end of this course, students will be able to:

1. Identify the business models and technologies in an e-business solution
2. Explain emerging technologies and analyze their implications for business innovation
3. Evaluate the performance outcomes of an e-business solution
4. Discuss the legal and policy issues and societal impact of e-business trends
5. Integrate e-business basics and digital technology fundamentals into a new business solution

ASSESSMENTS

Summary

Component	Weight
Participation	20%
Quizzes	10%
In-class cases	30%
Final project	40%
Total	100%

Details of Assessments

- **Participation:** is based on the student's engagement in class activities.
- **Quiz:** there are three quizzes. They are open-book. Each student should independently finish a quiz (without consulting other students). A student has two chances to attempt each quiz. The higher mark of the two attempts is counted toward the student's final grade
- **In-class case:** three cases will be analyzed during the classes. Students will be arranged into 3-person groups. Each group will submit a short case analysis report by the due time specified in the schedule table at the end of this syllabus.
- **Final project:** each student should independently complete the final project. Instructions for the project is provided in a separate document in the final project module on Canvas.

LEARNING MATERIALS

Required:

1. **Textbook**: "E-Commerce 2023: Business. Technology. Society", 18th Edition, by Kenneth C. Laudon and Carol Guercio Trave, ISBN 9781292409320 (Pearson, 2023). This textbook will be provided by the IMBA office.
2. **Cases**: the three cases listed below are posted on Canvas in the Case module.
   1. Amazon in China
   2. Nike: Tiptoeing into the Metaverse
   3. Responsible A.I.: Tackling Tech's Largest Corporate Governance Challenges

Optional:

The papers and books listed in the REFERENCE section of each slide deck are good reading materials.

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Late submissions will not be accepted and will receive a grade of zero.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an Academic Concession Request & Declaration Form. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per UBC's policy on Academic Concession.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

COVID-19 Policies for Attendance & Academic Concessions:

If a student feels unwell, they should stay home and send a courtesy email to each impacted instructor and cc their program manager. The student should also submit an Academic Concession Request & Declaration Form.

If a student suspects possible COVID-19 infection, they should use the BC Ministry of Health's self-assessment tool, to help determine whether further assessment or testing for COVID-19 is recommended.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:
http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at https://senate.ubc.ca/policies-resources-support-student-success.

Respect for Equity, Diversity, and Inclusion

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including status as a First Nation, Metis, Inuit, or Indigenous person, race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and respect for others.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

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ACKNOWLEDGEMENT

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xʷməθkʷəy̓əm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

(Subject to change with class consultation)

Class	Topic	Readings or Activities	Assessments due
Before Aug 11	Preview the cases	• Read the three cases	Quiz 1 on Canvas (open book, two attempts allowed), due by 3:30 pm Aug 11
Aug 11	E-business basics and technology fundamentals	**3:30-6:00:** • Course introduction • E-business basic concepts • Initial analysis of the cases **7:00-10:00:** • Technology fundamentals hands-on (Blockchain, AI, metaverse)	Quiz 2 on Canvas (open book, two attempts allowed), due by 10 pm
Aug 12	E-business strategy and innovation	**9:00-12:00:** • Platform strategy • Full analysis of the Amazon case **1:00-5:00:** • Community and alliance strategy • Analysis of the Nike case	• Quiz 3 on Canvas (open book, two attempts allowed), due by noon • Amazon case analysis report due by 5 pm
Aug 13	E-business performance measures and societal impact	**9:00-12:00:** • Key performance indicators of e-business • Revisit the Amazon and Nike cases **1:00-5:00:** • Issues (privacy, intellectual property, law) • E-business for ESG (environment, social, and governance) • The Google case	• Nike case analysis report due by noon • Google case analysis report due by 5 pm