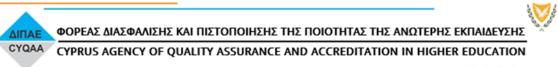
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Course title	Management of innovation and e-business				
Course code	BUS313				
Course type	Theoretical, Compulsory Course				
Level	Undergraduate				
Year / Semester	Year 3 Semester 5				
Teacher's name	Konstantinou Marina				
ECTS	6	Lectures / week 3	Laborato	ries / week	
Course purpose and objectives	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.				
Learning outcomes	 After the completion of the course students are expected to: Explain the managerial and economic development of e-business Critically discuss the reasons for successful and failed e-business ventures Be able to assess the role of innovation in e-business Explain the key components of e-business architectures Be able to describe the social, economic and institutional contexts within which e-business has prospered Analyse and criticise the business models underlying e-business strategies and discuss the increasing importance of intermediation in the digital economy Apply economic theories, such as transaction cost analysis, to explain the economics of e-business Explain pricing policies in the digital economy Be able to discuss the key innovations in business models, products and processes and how e-business contributes to innovation 				
Prerequisites	ECON102	2 Introduction to Business & Man Introduction to Economics 2 Introduction to Information Syst	tems	Required	None
Course content	 Foundations and development of online business The use of transaction cost theory and network economics to explain the economics of e-business. E-business models and strategies in Business-to-Business (B2B) and Business-to-Consumer (B2C) Supply chain: intermediation, e-procurement and e-marketing Online consumer behaviour: Evolution of e-business models E-business environment: Economic, ethical, legal and security issues 				





	Pricing strategies within e-business			
	Security and privacy aspects of e-business			
	 New organizational forms: Virtual organizations, electronic markets 			
	and electronic hierarchies			
	 Innovations involving e-business technologies: The shared economy 			
	and C2C marketplaces			
	The course content will be taught using:			
	Power Point presentations			
	 Guided discussions with the active participation of students 			
Teaching	Examples and case studies that relate to the content of the course			
methodology	Question and answer section			
	Use of internet and related IT infrastructure			
	Use of video projector and whiteboard			
	Assignment			
	Greek Bibliograhy			
	• Chaffey, D.(2016), Ψηφιακές Επιχειρήσεις και Ηλεκτρονικό Εμπόριο:			
	Στρατηγική, Υλοποίηση και Εφαρμογή. Κλειδάριθμος, ISBN: 978-960-461-			
	671-8			
	Bessant, J., Tidd, J. (2018),Καινοτομία και επιχειρηματικότητα, Τζιόλα,			
	ISBN: 9789604186037			
	 Κώτσιος, Π.(2015), Επιχειρηματικότητα και καινοτομία : Σύλληψη, 			
	σχεδιασμός, υλοποίηση και λειτουργία. GPAPHICA, ISBN: 9789609371544			
	English Bibliography			
Bibliography	 Scott Bales Hannes van Rensburg(2019), Innovation Wars: Driving 			
	Successful Corporate Innovation Programs. [N.p.]: Morgan James			
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	Publishing, ISBN 9781642792416 EBSCOhost			
	Christopher Bones James Hammersley(2015), Leading Digital Strategy: Driving Rusiness Crowth Through Effective F. commerce Landon Kegan			
	Driving Business Growth Through Effective E-commerce. London: Kogan			
	Page, ISBN 9780749473099 EBSCOhost			
	Vrontis, D. Sakka, G. Amirkhanpour, M. (2015), Management Innovation and Sakka, G. Management Innovation and Innovat			
	Entrepreneurship: A Global Perspective. Newcastle-upon-Tyne:			
	Cambridge Scholars Publishing, ISBN 9781443874649. EBSCOhost			
	• Chaffey,D., Hemphill,T. Edmundson-Bird,D.(2019), Digital Business and E-			
	Commerce Management,7 th , Pearson Education Limited, ISBN: 978-1-292-			
	19333-5			
Assessment	Attendance and Class Participation: 10%			
	• Assignment: 20%			
	Intermediate Written Examination: 30%			
	Final Written Examination: 40%			
Language	English or Greek			