

Syllabus
PAL3111 eBusiness and Supply Chains
 Prof. Dr. Florian Haas / Prof. Dr. Joachim Schuler
 Summer Semester 2023

Level	Bachelor	
Credits	3	
Student Contact Hours	2	
Workload	90 hours	
Prerequisites	Proof of English language skills. Studies well in progress.	
Time	Schedule in general: Wednesday, 15:30 – 18:45	
Room	W1.4.06	
Start Date	see Schedule below	
Lecturers	Name	Prof. Dr. Florian Haas / Prof. Dr. Joachim Schuler
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Summary

This course studies the role and the complexity of information technology and in particular electronic networks, mostly the internet in the management of supply chains and the process of electronically purchasing and selling. The course examines the use of information exchange and determines digital technologies and strategies for the planning and operation of electronic businesses. In particular the supply as well the distribution side are being discussed.

Outline of the Course

- The theoretical framework of the complexities and issues involved in eBusiness and Supply Chains up- as well as downstream will be conveyed in lectures.
- Group work: In parallel students will become familiar with the nature of eBusiness by preparing and presenting the business model of a selected company through a Business Model Canvas (BMC) and discussing challenges and recommended solutions for the supply side as a group work.
- Case study: Finally, a comprehensive case study will be handed out where students will analyze the challenges of a specific eBusiness Supply Chain and develop solutions to be presented and discussed during the course.
- Accompanying selected practical presentations by experts are being held.

The group work, preparing a business model canvas and discussing challenges and solutions for the procurement side and the case study will be done in teams of 4-5 students but assessed individually.

The presentation of the group work is to be held on Wednesday, 19.04.23. Presentations must be handed in via upload in Moodle not later than Monday, 17.04.23, 09:00 am. More details are given during the course.

The presentation of the case study results must be handed in not later than Monday, 19.06.23, 09:00 am via upload in Moodle. The teams will present their case study findings in front of the class in the time slot assigned to the group either on Wednesday, 21.06.23 or Wednesday, 28.06.23. As with the group work, the evaluation is done on an individual basis. More details on the presentation are given during the introduction and in the respective case study document.

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...	After completion of the course the students will be able...	Presentation
		100%
		Individual
1 Expert Knowledge		
1.1 ...to demonstrate their distinguished and sound competencies in General Business Administration.	.. to understand eBusiness and how business models help companies set a path to grow and retain business value.	X
2 Digital Skills		
2.1 ...to know and understand relevant IT software tools used in business and their features and have a solid understanding of digital technologies.	...to understand the goals of IT for Supply Chain Management and be able to ascertain the scope, role, and relevance of IT systems for supply chain integration and optimization, and apply this knowledge in real-life, managerial scenarios.	X
2.3 ...to effectively use digital technologies to interact, to collaborate and to communicate.	...to carry out analyzes online together in a distributed team and work out results using digital information sources.	X
3 Critical Thinking and Analytical Competence		
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	...to examine and break information into parts to explore relationships.	X
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	...analyse and justify a course of action pursued in the case study by making judgments about information.	X
4 Ethical Awareness		
5 Communication and Collaboration Skills		
5.2 ...to demonstrate their oral communication skills in presentations.	...to defend their opinions and decisions during the presentation of their Case study results.	X
5.3 ...to work successfully in a team by performing practical tasks.	... to coordinate in a team, to bring about agreements and decisions, to distribute tasks and to monitor the progress.	X
6 Internationalization		
6.1 ...to understand and explain business challenges in an international context.	...to develop global procurement and distribution strategies for eBusiness.	X

Teaching and Learning Approach

This course follows a holistic approach to teaching and learning, i.e. it is important that students understand the wider connections of the use of IT and the internet within a company and with the partners along-side the supply chain. In support of this goal, several teaching tools will be utilized forming an integrated teaching approach. During the lectures, the content will be presented chapter by chapter supported by in-class discussions. During an introductory exercise, students will be organized in teams to prepare an analysis of the supply side of current electronic business models. Furthermore, an extended case study is used to deepen the students' understanding. The case study will need to be prepared in the same teams and results are to be presented inside the classroom. The prerequisites for understanding the case material are covered in the lectures and presentations by guest speakers from industry, while working on practical problems leads to improved problem solving and group management skills.

Literature and Course Materials

- Chaffey, D., Edmundson-Bird, D., Hemphill, T. (2019): Digital Business and E-commerce Management. Seventh Edition. Pearson UK (eBook)
- Ivanov, D., Tsipoulanis, A., & Schönberger, J. (2019): Global Supply Chain and Operations Management. Second Edition. Springer (eBook)
- Meier, A., Stormer, H. (2009): eBusiness & eCommerce: Managing the Digital Value Chain. Springer (eBook)
- Turban, E., Outland, J., King, D., Kyu Lee, J., Liang, T-P., & Turban, D.C. (2018). Electronic Commerce 2018. A managerial and Social Networks Perspective. Ninth Edition. Springer (eBook)

Lecture slides, case material, and any additional resources will be provided through the e-learning platform.

Assessment

All students will work in teams on the group work as well as on a case study and present the results. The work for both assignments is to be shared equally among members of the team. An individual grade will be assigned to all team members; therefore, it is necessary to indicate the authorship in the footer of each presentation slide. There may also be peer review(s) within the teams if needed.

The assessment will be made with regard to the respective individual part of the group work results (30% share) as well as the individual part of the case study results (70% share) including the respective presentation and discussion.

Schedule

Date	Time	Topic
22 March 2023	15:30 - 18:45	EBSC - Introduction, Lecture eBusiness + Handout Group Work
05 April 2023	15:30 - 18:45	EBSC - Lecture: eProcurement
17 April 2023	09:00	Submission Group Work in Moodle
19 April 2023	15:30 - 18:45	EBSC- Group Work Presentations + Lecture eCommerce 1/2
03 May 2023	15:30 - 18:45	EBSC - Guest Lecture Onventis
24 May 2023	15:30 - 18:45	EBSC - Lecture eCommerce 2/2 + Handout Case Study
07 June 2023	17:15 - 18:45	EBSC - Q&A Case Study
19 June 2023	09:00	Submission Case Study in Moodle
21 June 2023	15:30 - 18:45	EBSC - Case Study Presentations (1/2)
28 June 2023	15:30 – 17:00	EBSC - Case Study Presentations (2/2)

Additional Information

Communication:

In support of this course, the e-learning platform Moodle will be used. Teaching material will be made available via this platform. Also, the team assignment will take place via the platform and questions that might arise can be discussed among the students using the forum. Finally, general questions can be answered transparently by the lecturer, i.e., all students will be able to see the answers. For specific questions, you may always contact the lecturer in person or via email.

Organization of the student teamwork:

- The instructions for the group work are given during class. The presentation needs to be prepared in teams.
- The case study will be handed out in class and is to be carried out in the same team as the presentation of the group work.
- Students must attend all presentations and discussions, i.e., presentations of the results of the group work and the case study results.
- More details regarding organization will be announced during class.