

Syllabus
PAL3111 eBusiness and Supply Chains
Prof. Dr. Kevin Johnston / Prof. Dr. Joachim Schuler
Summer Semester 2024

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	W3.2.04	
Start Date	see Schedule below	
Lecturers	Name	Prof. Dr. Kevin Johnston / 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, marks for group work is to be shared equally among all members of the team.

The presentation of the group work is to be held on Wednesday, 24.04.2024. Presentations must be handed in via upload in Moodle not later than Monday, 22.04.2024. More details are given during the course.

The presentation of the case study results must be handed in not later than Monday, 6.5.2024 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 on Wednesday, 8.5.2024. Marks for group work is to be shared equally among all members of the team. 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

Students are expected to find and read a range of Journal articles and academic literature on the internet. The course is based on the issues raised in academic and industry research. Students will need at least one mobile device connected to the internet in all classes.

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

Two useful Textbooks which are available in PDF form via the University Library link are:

- Ivanov, D., Tsipoulaidis, A., & Schönberger, J. (2019). *Global Supply Chain and Operations Management*. Second Edition. Springer, Switzerland.
- 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, Switzerland.

Workload

The workload for the lectures and case studies corresponds to 3 ECTS-credits for a total of about 90 hours.

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 as well as the individual part of the case study results including the respective presentation and discussion.

Grading

Participation/Answers/Questions in DISCUSSION FORUM	10%
Groupwork BMC (10min each team).	25%
Case Presentation (20min each team)	55%
Reflection	10%
Total	100%

Marks are gained from each activity performed.

Preparation and Assessment

- **Participation/Discussion/Questions in DISCUSSION FORUM (10%)**

Participation by students in discussions and questioning is core to this course. All students are expected to participate in the **online DISCUSSION FORUM in TEAMS**, and to **search for and find information relevant to the topics under discussion**.

Effective participation is only possible by regular and active participation. Students should be prepared to **ask questions and give answers**. **All students will be expected to participate in the discussions, and will be evaluated on their contributions made during the course**. Asking questions is an important part of this course. Students will not gain marks simply by asking an obligatory question or two, nor will marks be based on the number of questions or comments made. Marks will be gained by asking open ended questions which cause fellow students to think and grow. Participation grades will reflect the total impact the student has had on the class over the course, through significant and insightful comments, and a demonstration of good problem-solving and analytical skills. **Finding relevant and recent technological examples and showing these to the class will be rewarded**. Leadership is not knowing all the answers, it is knowing which questions to ask, to whom, and listening to the answers. Peter Drucker once said, "The leader of the future will be a person who asks."

Each question and answer will be assessed and given a mark (1-5), based on the following criteria:

5 – Excellent, demonstrates knowledge, understanding, insight, and or creativity.

4 – Very good, could be clearer and or shorter, but covered key points, one or two minor faults/omissions.

3- Good answer, most points covered, shows some knowledge of the subject matter, perhaps some application.

2- Shows some knowledge of the subject matter, but no application.

1- Meaningless, nothing relevant, a token gesture.

- **Groupwork Presentation (25%)**

Marks for group work is to be **shared equally** among all members of the team. Students will work in project teams to become familiar with the relevance of eBusiness, through an example of an e-commerce company. The companies will be handed out in class. The presentations should be **structured**, and **applied**, and include an e-

Poster. The presentations may use relevant theory or models. The presentation must be complete in a maximum of 10 minutes.

Points are awarded based on a 5 (or 10) point scale, where 1=poor, 2= fair, 3= approaches expectation, 4= meets expectation, and 5= exceeds expectation.

Issue	Mark
Presentation (15%)	/15
Visual Aids/Delivery	1-5
Structure – introduction, conclusion, story line	1-5
Time Keeping (maximum 10 minutes)	1-5
Content (85%)	.../85
INTRODUCTION	1-5
COMPANY OVERVIEW	1-5
BMC	1-45
Challenges for the procurement side	1-15
Recommendation to solve these challenges	1-15

Case Presentation (55%)

Marks for team work and team presentations is to be **shared equally** among all members of the team. Students will work in project teams to become familiar with eBusiness and Supply Chains. The case study will be handed out in class, and the project is to be carried out in teams. The presentations should be **structured**, and **applied**, and include an **e-Poster**. **The e-poster and Powerpoint presentation must be uploaded to Moodle by midday on 06 May 2024.** The presentations may use relevant theory or models. The presentation must be complete in a maximum of 20 minutes. Points are awarded based on a 5 (or 10) point scale, where 1=poor, 2= fair, 3= approaches expectation, 4= meets expectation, and 5= exceeds expectation.

Issue	Mark
Presentation (25%)	/25
Visual Aids/Delivery	1-5
Structure – introduction, conclusion, story line	1-5
Poster – Title, Aim/motivation, Value	1-10
Time Keeping (maximum 20 minutes)	1-5
Content (75%)	.../75
INTRODUCTION	1-5

COMPANY OVERVIEW - brief overview of Zara and the role of SCM in its success	1-5
SWOT ANALYSIS	1-5
COMPETITOR & MARKET ANALYSIS	1-5
STRATEGY & BUSINESS MODEL	1-5
Q1: How does Zara leverage technology in its supply chain operations?	1-10
Q2: Discuss the role of IT in Zara's quick response system?	1-10
Q3: Describe Zara's approach to inventory management and how it differs from its competitors.	1-10
Q4. Assess Zara's approach to sustainability in its supply chain.	1-10
Q5. Identify areas where Zara could improve or face potential challenges in the future?	1-10

Reflection (10%)

Reflection is not simply reporting events, reflection shows some analysis, explores motives for views/behavior, reflection can be critical of views/actions. Reflection contains an element of 'standing back' from an event/issue, and reflection recognizes that one's frame of reference can change. Reflection also takes the views and motives of others into consideration, and considers them against one's own views and motives. Reflection recognizes that previous experience, thoughts, socialization, background etc., interact with the production of one's own behavior. Students are expected to submit a reflection piece (maximum 250 words) **by Friday, 10 May 2024**. All students are invited and encouraged to **reflect on two issues** (a & b):

- a. What are the two-four most important things I learned in this course?
- b. Did the course change any of my opinions, which ones, and how?

Each reflection will be assessed and given a mark (5-1), based on the following criteria:

5 – Excellent, critical reflection which takes account the socio-political context in which events take place and decisions are made (roles, relationships, responsibilities, gender, ethnicity, etc.).

4 – Very good, dialogic reflection which is a form of discourse with one's self, mulling over reasons and exploring alternatives (I wonder...? perhaps ...? maybe...?).

3- Good, descriptive reflection which provides reasons (often based on personal judgement), although only in a reportive way (I did x because y).

2- Fair, descriptive, but not reflective, merely reporting events with no attempt to provide reasons (I did x; s/he said y).

1- Poor – neither descriptive nor reflexive.

0-No reflection.

Schedule

Date	Time	Room	Theme
27 March 2024	15:30 – 18:45	W3.2.04	Kick Off & Procurement & Handout Groupwork
10 April 2024	15:30 – 18:45	W3.2.04	Lecture SCM Procurement
15 April 2024	08:00 – 11:15	Online	Lecture SCM Supply Chain
24 April 2024	15:30 – 18:45	W3.2.04	Presentation Groupwork & Handout Case
30 April 2024	08:00 – 11:15	T1.3.09	Lecture SCM Supply Chain
08 May 2024	15:30 – 18:45	W3.2.04	Presentation Case
05 June 2024	13:30 – 15:15	W2.2.01	Feedback

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.