

SYLLABUS

Strategies for e-Business 7.5 credits W7004N

Strategies for e-Business

Course syllabus admitted: Autumn 2024 Sp 1 - Present

**DECISION DATE
2024-02-14**

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Strategies for e-Business

Second cycle, W7004N

Education level	Grade scale	Subject	Subject group (SCB)
Second cycle	U G VG *	Företagsekonomi	Business Administration

Main field of study

Business Administration

Entry requirements

Completed courses of at least 120 credits, with at least the grade Pass, of which at least 60 credits in Business Administration. This must include the following course: Principles of Marketing (M0004N or M0015N) 7,5 credits, or equivalent knowledge. Good knowledge in English, equivalent to English 6.

Selection

The selection is based on 30-285 credits

Course Aim

The aim of the course is that the student will develop an understanding of how digital business and e-commerce influence possibilities and conditions for business development.

Upon completion of this course, the student should be able to:

- explain and use concepts and models in the area of digital business
- explain and analyse strategies and applications for the use of digital technologies in companies
- identify, analyse and solve problems systematically and through critical thinking
- develop ideas and strategic plans in collaboration with other students

Contents

This course deals with conditions, strategies and applications of digital business; that is, how companies use digital technologies in internal processes and external channels. A specific focus is placed on e-commerce, digital marketing, and customer relations via digital channels.

Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

Lectures, seminars, supervision, individual assignments, and group assignments. The group work is conducted through case studies and/or project work.

Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided.

In compulsory tests and assignments, the following abilities are examined:

- explain and use concepts and models in the area of digital business
- explain and analyse strategies and applications for the use of digital technologies in companies
- identify, analyse and solve problems systematically and through critical thinking
- develop ideas and strategic plans in collaboration with other students

A requirement for passing the course is attendance at compulsory sessions.

Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

Remarks

Students must register for the courses themselves, or contact ETKS educational administration eduetks@ltu.se, no later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

The course can due to overlapping content not be included in a degree together with W7001N or other course with similar content.

Overlap

The course W7004N is equal to IEM346, W7001N

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0003	Group work	U G#	3.5	Mandatory	A24	
0004	Individual work	U G VG *	4	Mandatory	A24	

Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2024-02-14

Syllabus established

by Department of Business Administration and Social Sciences 2007-02-28