Course overview

E- Business Technology and Management- 95-730
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The growth of the Internet continues to have a tremendous influence on business. It has not only given rise to new organizational forms (e.g., virtual organizations) and markets which feature electronic transactions models in new categories of goods and services (e.g., order placement and fulfillment for digital products on information networks) but has had profound implications for business and technology strategy of the firms, consumer behavior (use of social media) and the role of the government in the society. The purpose of this course is to provide students with an overview of the following topics:

- Analyze the different business models underlying electronic commerce applications. These will be discussed from both an operational and strategic perspective.

- Explore and discuss how companies can leverage e-commerce for performance gains like profitability, market share and improved customer service. Understand how to opportunities, limitations, issues, and risks presented by e-commerce

- Organizational applications: Discuss electronic commerce applications in the retail, government and in enterprise setting. These applications will illustrate consumer-business, business-business and intra-organizational electronic commerce (including Enterprise 2.0) in physical as well as digital products.

- Provide an overview of the key technologies enabling electronic commerce.

- Discuss key legal and policy issues underlying electronic commerce. Issues such as privacy, content selection and rating, and intellectual property rights will be discussed.
Case studies and guest lectures supplement the lectures. Guest speakers from Microsoft, IBM and PNC Bank have been invited in past semesters. Some of the previous case study topics include: Microsoft’s competitive disadvantage in Search and Search related advertising; Should LinkedIn enter social networking, or stay clearly focused on the professional market, RFID implementation in manufacturing setting and comparison of e-business technology standards.