

- Faculté des sciences économiques
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E-business (UNIL) (5EX2018)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en systèmes d'information	Cours: 4 ph	cont. continu	6

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Automne

Objectifs:

Despite the dot-com bubble burst, e-commerce have redefined the ways of conducting business, providing new business models, and competing in the global marketplace. This course provides the participants with an understanding of e-business from a business perspective, in a Internet-enabled economy. The course integrates principles suggested by the science of design, and mainly concerns business/IT alignment engineering. The course introduces concepts, frameworks, and models for analyzing business models, designing enterprise architectures, and evaluating business/IT alignment. Learning will be accomplished through lectures, case studies, group presentation, and research. Upon completion this course, the participants will have a general understanding of the current state and trends of e-business, and be aware of the desirable business/IT alignment. More specifically, the participants will be able to (a) design the business model of a company, (b) design an enterprise architecture, and (c) assess the environment, the evolution and the innovation.

Contenu:

This first part presents the concept of business model with its main components: value proposition, customer relationship, and operations management. Case studies will be used to illustrate the concepts (Shockfish, Swissquote, Sena, Skype ...).

This second part presents the concepts of (service-oriented) enterprise architecture, application portfolio and IT infrastructure. The notions of service level agreement and service quality are also presented.

This third part illustrates the concept of patterns applied to three e-business situations: direct sale, virtual community, and e-marketplaces. Moreover it deals with three related notions: supply chain management, reputation mechanisms, and auctions. At each session, we will have an invited person who will present a concrete case or company, illustrating one of the three e-business situations: online sale (LeShop), virtual community (CampToCamp), and intermediary (TicketCorner).

This last part deals with business intelligence, technology foresight, and environment assessment, analyzed from a market, actor, and issue perspectives. Researchers working on technology foresight with multi-criterion decision models (with experts) and prediction market (with the "crowd") will also present (and oppose) their research during this part of the course.