INTRODUCTION

By the end of 2015 the e-business economy will represent 35% of worldwide business economy, the main purpose of this course is to deliver fresh knowledge about what is going on in 2014/2015 on the Web: the last trends, the main e-business models, the different components of a successful e-business plan, the evolution of the society because of the internet, the evolution of marketing, the main objectives of a website, the opportunity in the job market. From theory to practice, the course will provide the students with strategic key e-concepts and the different tools and methods to meet the challenges that e-business directors have to face on a daily basis in 2015.

AIMS

> Get a structured and strong knowledge on what means e-business in 2015
> Understand and learn about the different skills required to start and run a profitable and sustainable e-business/website.
> Learn about how to write and sell to investors a business plan for an e-business company

METHODOLOGY

This course consists of mini cases, discussions and practical exercises : learning by doing!

Within a team project, the students will also get the opportunity to put into practise the knowledge delivered during the course by building from scratch a complete e-business plan and present it at the end of the course.

EVALUATION

50% Participation
50% Team project

BIBLIOGRAPHY

- For the theoretic part: Strategies for E-Business: concepts and cases by Tawfik Jelassi & Albrecht Enders
- For the fresh information: mashable.com & wired.com
- For the futur trends: Kevin Kelly (kk.org)