



# Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

## Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

# Introduction to E-Business and Online Commerce

Course Code	E_MFEO_IEOC
Credits	6
Period	P1
Course Level	300
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	dr. E. Elshan
Examiner	dr. E. Elshan
Teaching Staff	dr. E. Elshan
Teaching method(s)	Seminar, Lecture

## Course Objective

### Learning Outcomes:

By the end of this course, students will be equipped with the foundational skills to analyze, design, and manage e-commerce operations effectively. They will also be adept at using digital tools to innovate and compete in the evolving online marketplace.

### BRIDGING THEORY AND PRACTICE

**KNOWLEDGE:** Demonstrates theoretical and empirical knowledge concerning the relevant areas in international business administration.

After successfully completing this course, the student:

- can explain current E-business practices, developments and challenges.
- can explain relevant E-business theory from the fields of information systems, economics, computer science, and logistics

**APPLICATION:** Can propose a solution to an international real-life business problem by applying relevant theories and methodologies.

After successfully completing this course, the student:

- can apply this theory to E-business (decision) challenges.
- can explain the impact of E-business on business practices and the development of new business models.

## Course Content

### Course Overview:

This course provides an in-depth understanding of the dynamics of e-business and online commerce. Students will explore a range of key concepts and technologies that drive digital business today. Through twelve structured lectures, students will gain insights into both the strategic and operational aspects of e-commerce.

### Course Content:

#### 1) Introduction to E-Business and Online Commerce:

- Overview of digital business models and platforms
- The impact of new technologies on commerce including AI and Metaverse
- The role of data in digital business strategy

#### 2) Design and Management of Online Platforms:

- Service design principles for online environments
- Business Model Innovation (BMI) in e-commerce
- Critical analysis of online marketplaces and their operations

#### 3) Marketing and Outreach:

- Targeting and engaging Generation Z through digital channels
- The emergence and strategy behind drop shipping

- Leveraging Instagram shops and TikTok for e-commerce growth

#### 4) Group Project:

- Collaborative project that simulates a real-world digital business challenge
- Consultations and peer reviews to refine business proposals
- Final presentation skills to effectively communicate business ideas

### Additional Information Teaching Methods

Lectures Tutorials

### Method of Assessment

Written Exam - Individual Assessment  
Presentation - Group Assessment

### Entry Requirements

None

### Literature

Readings will be announced via Canvas

### Additional Information Target Audience

All students wanting to know more about e-business and online e-commerce