



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](#).

Emerging Technologies for E-Business and Online Commerce

Course Code	E_MFEO_ETEOC
Credits	6
Period	P3
Course Level	300
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	L.A. Falcke
Examiner	L.A. Falcke
Teaching Staff	L.A. Falcke
Teaching method(s)	Lecture, Seminar

Course Objective

Academic & research skills: Be able to critically assess the potential of emerging digital technologies for value creation in today's economy.

Knowledge: Knowledge of the technological, organizational, processual, and economic aspects of the digital technology.

Bridging Theory and Practice: Ability to translate and apply theoretical knowledge into practice. After successfully completing this course you will be able to apply the knowledge you obtain about this domain in analyzing business cases related to emerging technologies in e-business and online commerce.

Professional social skills: Ability to work effectively in teams and communicate on project findings.

Self-awareness: Ability to reflect about the learning process itself, which enables students to take responsibility for their learning and knowledge creation.

Course Content

The digital age brings about many changes that challenge our understanding of how firms operate and create value. This course thus focuses on the properties and potentials of emerging digital technologies for value creation for businesses. It explores properties of digital technology, different types of digital innovations, different models of organizing and creating value from digital innovation, as well as their implications for organizations and societies. More specifically, in this course, we will focus on three key issues: First we will review some major “emerging” digital technologies. Then we explore platforms and ecosystems as two important models for organizing & enabling digital innovation. Finally, we dive into the broader implications of emerging technologies for organizations and society, including their unintended consequences. In a course-long group project, students will devise platform- or ecosystem-based digital initiatives that leverage an emerging technology to create value for a legacy firm or a start-up.

Additional Information Teaching Methods

- Lectures
- Tutorials

Method of Assessment

- Group Project
- Individual Assignments

Entry Requirements

This course is part of the minor E-business and Online Commerce. Students should at least be familiar with the

content of 'Introduction to E-business and Online Commerce' and 'Consumer Science for Online Commerce'

Literature

Various resources that will be made available via Perusall.

Additional Information Target Audience

This minor can be followed by all SBE bachelor students. In addition, advanced bachelor students (third year) from other faculties are welcome to join. Particularly those with an interest in Business and Organization Studies, Digital Technology, Entrepreneurship, Economics. It is especially interesting for:

- Future managers who want to understand how digital technologies can be implemented to transform existing business
- Entrepreneurs that want to explore and exploit the opportunities of digital technologies
- Future consultants in digital technology, strategic business consultants, or government policy consultants

Additional Information

This course is part of the minor E-business and Online Commerce and Digital Business Innovation.

Explanation Canvas

Students are expected to continually check Canvas and any Canvas-generated emails.

Recommended background knowledge

Courses in period 1 and 2 of the Minor E-business and Online Commerce