Introduction to e-Business and e-Government

Code: 104058
ECTS Credits: 6

Degree	Type	Year	Semester
2501232 Business and Information Technology	OT	4	0

Contact

Name: Daniel Blabia Girau

Email: Daniel.Blabia@uab.cat

Use of Languages

Principal working language: catalan (cat)

Some groups entirely in English: No

Some groups entirely in Catalan: Yes

Some groups entirely in Spanish: No

Teachers

Josep Maria Gallart Gonzalez Palacio

Prerequisites

None

Objectives and Contextualisation

It is a subject divided into two differentiated but linked parts:

The first part, dedicated to e-business, will focus on the development of business models in the digital world, and how ICT can add value to organizations. The relations between companies (B2B) as the relationships of companies and their customers (B2C), as well as the impact of web 2.0 in the management of companies or social media business will be analyzed.
The objective of this first part is the design of a technology-based business plan and to present it to both experts and non-experts.

The second part focuses on e-Government or Electronic Administration.
Public management can not be alien to the improvements provided by the use of ICT, in terms of quality, effectiveness and productivity, both internally, and in relations with society. ICTs are a lever of change for the improvement in the management of the Administration in order to guarantee the effectiveness and accessibility to the public services by citizens and businesses. Likewise, citizens, with the help of ICT, are changing the way they interact with each other and with the Administrations, demanding information, and having a increasingly relevant role in government action, thus increasingly influencing the Public Management. It is therefore necessary that the Administrations develop a digital strategy to improve their internal and external processes, and at the same time taking into account the new challenge that the Administration is open to society and promote the participation of citizens in public management for the improvement of public services as well as the processes of government.
We could define, then, the eGovernment as the set of actions aimed at defining this strategy for the implementation of ICTs aimed at improving public management and increasing transparency and

participationof its administrators in public management. The objectiveof this second part of the course is that students have a global vision of what is the role of ICT in the public sector, both at national and European level and how these can add value to the provision of its services, taking as reference the evolution of ICT in the private sector.

Even though there are two differentiated parts, points in common will be revealed throughout the course. In this sense joint sessions are foreseen, in which it can be illutrated how the electronic Administration contributes to the creation and management of a business.

Competences

- Communicating with experts of other fields and non-experts.
- Demonstrating a sensibility towards social and environmental issues.
- Developing self-learning strategies.
- Identifying, analysing and solving complex problems and situations related to company organisations.
- Students must be capable of searching and analysing information of different sources.
- Using the more effective and up-to-date technical means in oral and written communication.

Learning Outcomes

1. Communicating with experts of other fields and non-experts.
2. Demonstrating a sensibility towards social and environmental issues.
3. Developing self-learning strategies.
4. Identifying and proposing business models based on the Internet.
5. Specify the main principles of the electronic relationship between administration and citizenship and in other citizen participation initiatives, and assessing the technical needs in order to implement it.
6. Students must be capable of searching and analysing information of different sources.
7. Using the more effective and up-to-date technical means in oral and written communication.

Content

Part 1. e-Business

Business strategy and digital strategy (Review of strategy concepts)
Generation of business models

- Basic concepts to define a business model
- Examples
- Help tools to generate an innovative business model
- Non-profit business models
- From the business model to the business plan

The business plan (Business plan)

Part 2. e-Government

The eGoverment a reality

- The Administration in the information and knowledge society.
- The impact of ICTs on public policies
- The development of eGoverment initiatives

Legal framework. Rights of citizens and obligations of the Administration

- Laws and regulations in the development of eGovernment
- Transparency in government action. The Open Data phenomenon, Open Government

The Impact of ICT in Public Administration

- Public management versus private management.
- ICT as a catalyst for change in processes and the provision of public services.
- The Administration 2.0
- How to measure the role of ICT in Administration

The Management of ICT in Administration

- Management models of ICT in administrations
- The private public collaboration in the field of ICT

The Administration as a catalyst for the ICT sector

Methodology

Relevant information of the subject detailing the particulars of the course (e.g. teaching guide, dates and conditions of the delivery of solved exercises and reports) will be published in the virtual campus. Eventual changes will be always posted in the Virtual Campus, since it is to be considered as the usual mechanism of exchange of information between teacher and students.

Classes will be conducted mostly in Catalan or Spanish although it is very common the appearance of terms in English. The written material or support to the subject (notes, bibliography, references or even exercises or cases) can be provided in Catalan or Spanish or in English. In this course the use of the English language may not be exceptional but usual. The final test and the retake exam will be written in Catalan or Spanish. Tests and exercises can be answered (and if necessary presented) in Catalan, Spanish or English.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practice classes	15	0.6	3, 5, 6
Theorical classes and cases	30	1.2	5, 4, 6
Type: Supervised			
Teamwork and preparation of presentations	15	0.6	
Type: Autonomous			
Independent work and preparation of cases	32	1.28	3, 5, 4, 6
Study	55	2.2	3

Assessment

General conditions:

E-Government:

It is evaluated based on the submissions made by the students during the course. Students must submit at least 80% of the tasks and be marked at least with 3.5 out of 10 in such assignments to be able to proceed to the final evaluation exam.

E-Business:

It is evaluated based on the submissions made by the students during the course. Students must submit at least 80% of the tasks and be marked at least with 3.5 out of 10 in such assignments to be able to proceed to the final evaluation exam.

The student must therefore pass both continuous assessments to be able to attend the final exam.

The Final Exam is a unique test that consists of two distinct parts. There is no minimum mark for any of them. Each part weighs 50% of the mark of the test.

The final grade will be an average of: E-Government mark during the course (30%) + E-business mark during the course (30%) + Final test mark (40%).
Any student who has made at least two deliveries in the continuous evaluation of either of the two parts (e-business or e-Government) will be considered evaluable.

Calendar of evaluation activities

The dates of the evaluation activities (exercises, assignments ...) will be announced well in advance during the semester.

The dates of the final exam is scheduled in the assessment calendar of the Faculty.

"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity." **Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB).** Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule at
https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule

Grade revision process

After all grading activities have ended students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

Retake Process

"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student achieves an average grade of the subject between 3.5 and 4.9.

The date of the retake exam is posted in the calendar of evaluation activities of the Faculty. Students taking this exam and passing will get a grade of 5 for the subject. The students having not passed the retake exam will be graded using his/her final exam grade, and hence, will fail the course.

Irregularities in evaluation activities

Despite other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *"whenever a student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process thatcan be instructed. In case of occurrence of various irregularities in the evaluation of the same subject, the final grade of this subject will be 0".* **Section 10 of Article 116.Results of the evaluation. (UAB Academic Regulations).**

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final exam	40%	3	0.12	2, 5, 4, 6
e-business assignments	30%	0	0	1, 3, 6
e-goverment assignments	30%	0	0	3, 5, 4, 6, 7

Bibliography

Published at Campus Virtual.