



Course Outline e-Biz Model

Title: Design and Evaluation of e-Business Systems		
Lecturer: M.R. Gholamian Tel: 5067 e-Mail: Gholamian@iust.ac.ir Department: Industrial Engineering		
Prerequisite ---		
Overview Main; Master of Information Technology Engineering: e-Commerce		
Goal Interoperability of e-business models at different levels and the ability to evaluate current models		
Objectives		
Knowledge or Comprehension Objectives		
<ol style="list-style-type: none"> 1- Introduction to Business Model Concepts 2- Introduction to Business Evaluation Concepts 		
Skills Objectives		
<ol style="list-style-type: none"> 1- Knowledge about Business Component 2- General Business Model Design 3- Analysis of Business Models 4- Evaluation of the Environment and the Evolution of e-Business Model Innovation 		
Attitude Objectives		
<ol style="list-style-type: none"> 1- Understand the Business Logic 2- Understand the Current Situations and Trends of e-Business Models 		
Materials Protégé Software e ³ value Software		
Week	Subject	Table of Contents
1	e-Business Model Understanding	Concept and Design Practice Model Business Model Definition
2	e-Business Model Understanding	Business Model Taxonomies <ul style="list-style-type: none"> • Two Dimensional Timmers Taxonomy
3	e-Business Model Understanding	Business Model Components Business Model Frameworks Business Models in Iran
4	e-Business Patterns	Pattern Definition Atomic Business Model
5	e-Business Patterns	Introduction to Atoms of the Model
6	e-Business Patterns	Molecular Model

		Infrastructures of Atomic Model
7	e-Business Model Ontology	Business Model Evolution Introduction to Business Model Ontology
8	e-Business Model Ontology	"Product Innovation" Elements
9	e-Business Model Ontology	"Customer Interface" Elements
10	e-Business Model Ontology	"Operational Infrastructure" Elements "Financial Aspect" Elements
11	e-Business Model Ontology	Formal Rule Design using protégé Business Model Alignment
12	e ³ value Ontology	Basic Concepts of e ³ value e ³ value Constructs Scenario Planning in e ³ value
13	e ³ value Ontology	Scenario Valuation e ³ value Steps
14	Environmental Evaluation	Introduction to Environmental Evaluation Actor-Issue Analysis <ul style="list-style-type: none"> • MACTOR Method • MASAM Method
15	Technological Evaluations	Introduction to Technology Disruption Disruptive Process Delphi Method in Disruption Analysis
16	Financial Evaluation	Real Option Concept Real Option Effects in IT Investment Real Option Steps
17	Future Evaluation	Foresight Concept and Foresight Methodologies Scenario Definition and Scenario Planning Methods <ul style="list-style-type: none"> • Case Study: IT Foresight in Iran Scenario Usage with Other Methods

References

Primary References

- Osterwalder, A., Pigneur, Y. (2010) Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Wiley.
- Gordijn, J. (2002) Value-based Requirements Engineering. SIKS Dissertation Series.
- Timmers, P. (2001) Electronic Commerce: Strategies and Models for Business-to-Business Trading. Wiley.
- Weill, P. Vitale, M. (2001). Place to Space - Migrating to e-Business Models. Harvard Business School Press.

1. Additional References

2. Afuah, A. (2014) Business Model Innovation: Concepts, Analysis, and Cases, 2nd Edition, Routledge.
3. El Sawy, O.A., Pereira, F. (2013) Business Modelling in the Dynamic Digital Space: An Ecosystem Approach, Springer.
4. Clark. T., Osterwalder, A., Pigneur, Y. (2012) Business Model You: A One-Page Method for Reinventing Your Career, Wiley.
5. Nelson, M.L., Shaw, M.J., Strader, T.J. (2009) Value Creation in e-business Management. Springer.
6. Lindgren, M., Bandhold, H. (2009) Scenario Planning: The Link between Future and Strategy, 2nd Edition, Palgrave Macmillan.
7. Applegate, L., Austin, R., Soule, D., (2008) Corporate Information Strategy and Management: Text and Cases, 8th Ed., McGraw Hill.
8. Currie. W. (2004) Value Creation from E-Business Models, Elsevier Publisher.
9. Boland, R., Collopy, F. (2004) Managing as Designing, Stanford Business Books.
10. UNIDO (2004) Foresight Methodologies, UN Publisher.

11. Rafii, F., Kampas, P. (2002) How to identify your enemies before they destroy you, Harvard Business School Press.
12. Straub, D. (2002) Foundations of Net-Enhanced Organizations, Wiley.
13. Afuah, A., Tucci, C.L. (2002) Internet Business Models and Strategies: Text and Cases, 2nd Ed., McGraw Hill.
14. Hamel, G. (2002) Leading the revolution: How to Thrive in Turbulent Times by Making Innovation a Way of Life, Plume.
15. Tapscott, D., Lowy, A., Ticoll, D. (2000) Digital Capital: Harnessing the Power of Business Webs, Harvard Business Review Press.
16. Barnes, S., Hunt, B. (2000) E-Commerce and V-Business: Business Models for Global Success, Butterworth-Heinemann..

Classroom Methods

- 1- Research: Step by step design and evaluation of real world sample of e-business
- 2- Book Present: Present one chapter of the latest books in e-business models

Evaluation

Final Exam: 60%
Quiz & Take-home: 15%
Research: 25%