



E-Business Curriculum at Penn State

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Penn State
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www.ebrc.psu.edu

A Joint Effort of the Penn State



Smeal College
of Business
Administration



School of
Information Sciences
and Technology

PENNSTATE



Our Current Sponsors: IBM, Unisys, Xerox, AT&T Wireless, CIGNA Group Insurance

- **From one course last year to four courses this year**
- **e-Business Track**
- **New Dean**
- **MBA renewal process currently underway**
- **eBusiness Research Center more active in school's e-Business initiatives**

eBusiness Track: 6 Core Elements

1. Strategic Thinking for Converging Economies

- Understanding the new economy
- Legal/Regulatory issues
- Globalization, etc.

2. Management of eBusiness

- Strategy
- Organization
- Finance/HR
- Implementation

4. Technology Environment for eBusiness

- Tech infrastructure
- Computation/communication
- Key technologies and players

3. eMarketing

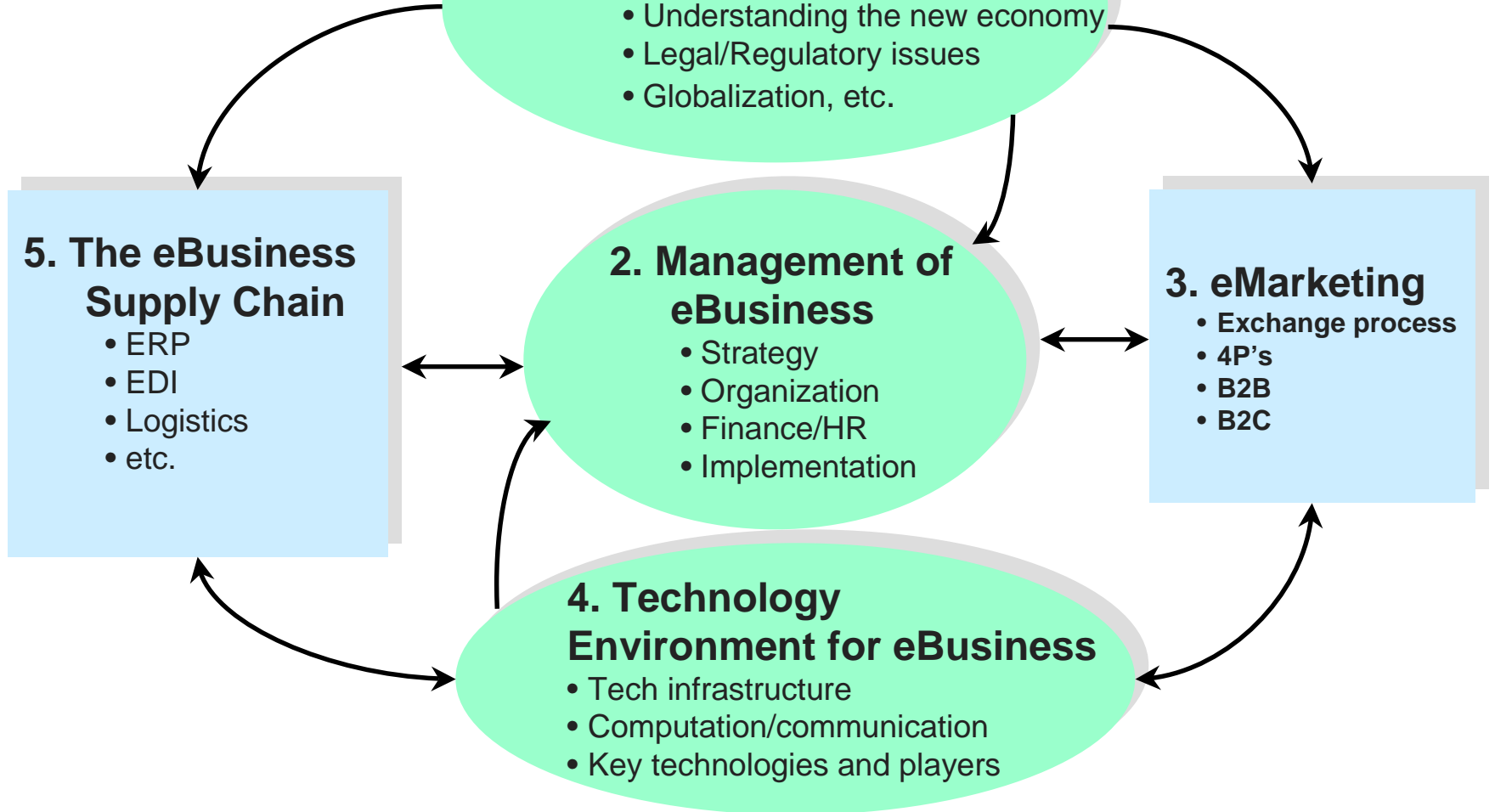
- Exchange process
- 4P's
- B2B
- B2C

5. The eBusiness Supply Chain

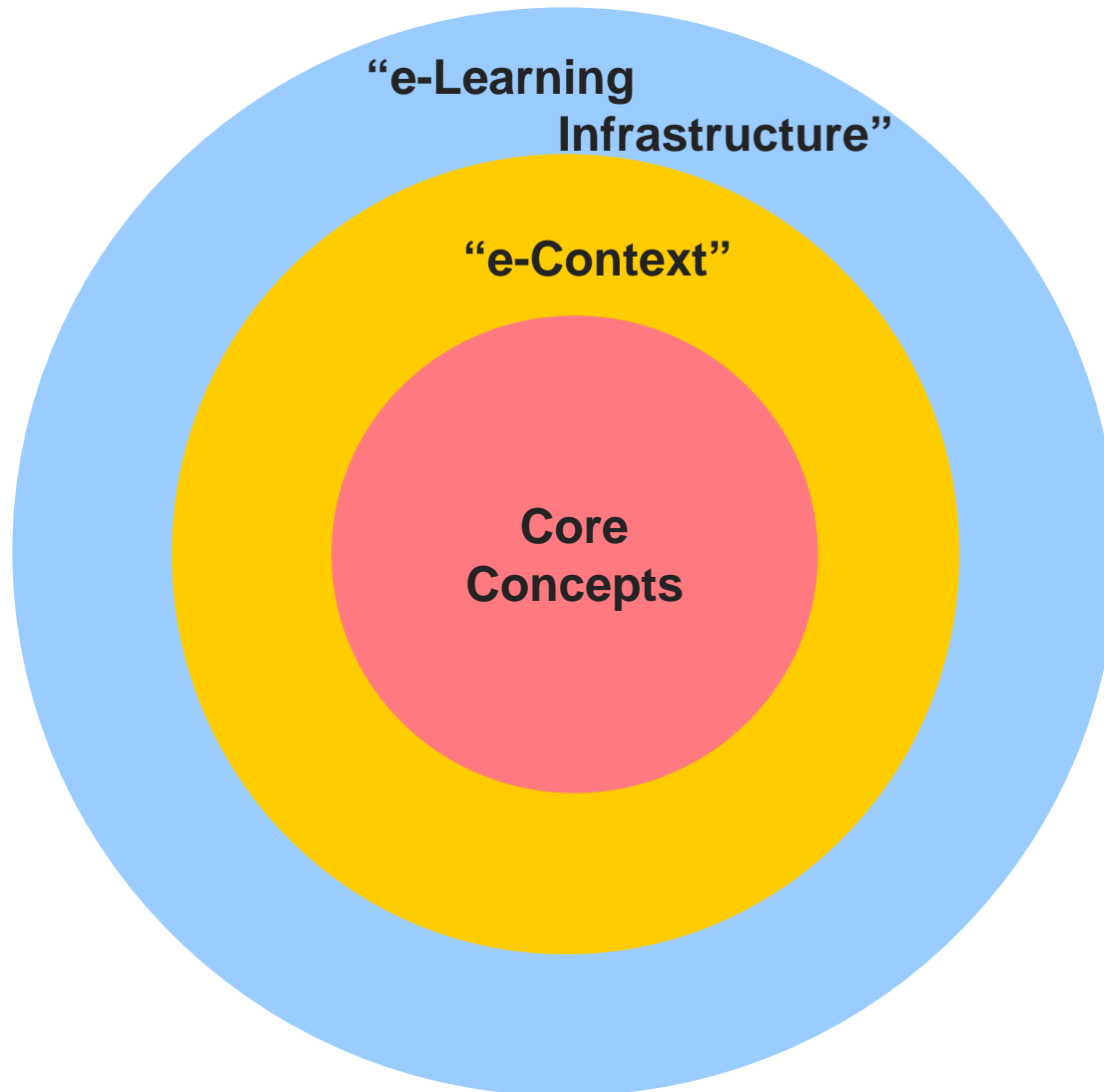
- ERP
- EDI
- Logistics
- etc.

6. eBusiness Implementation Laboratory

- HTML/XML Basics
- Website Design
- Business Implementation
- Practicum



- **Management in the e-Business Economy (Fall 2000)**
www.smeal.psu.edu/courses/mgmt597d
- **e-Business Technologies (Fall 2000)**
www.smeal.psu.edu/courses/mis597e.sundaresen/
- **e-Operations (Spring 2001)**
- **e-Marketing (Spring 2001)**
www.smeal.psu.edu/courses/mktg597d.rangaswamy



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Course Schedule:
Note that the Schedule is Subject to Change

8/28/2000	
Session 1	
Topic:	<p>eBusiness Planning Process & Approaches (Course Overview DeWitt Intro Oliva Intro)</p> <ul style="list-style-type: none"> • Class Introduction/"Live Assessment" • Overview to Converging Economies • Course Objectives <ul style="list-style-type: none"> ◦ Overriding Learning Objectives ◦ Specific Learning Activities <ul style="list-style-type: none"> ■ Role of Readings/Text ■ Grading/Logistics • Framework for Thinking & Learning <ul style="list-style-type: none"> ◦ Contextual & Firm Influences -- Digital Networked Convergence & Net Readiness ◦ Value Net -- Marketspace ◦ Business Models -- eMediation ◦ Performance -- Cash Is Not an Option ◦ Implementation -- Leader, Manager, Coach
Links:	<p> E-commerce Times Business 2.0 Iconocast TechWeb GVU's WWW User Surveys www.e-map.com www.whatis.com General financial information about companies (www.hoovers.com) </p>

Course Schedule

Check this page weekly for notes, assignments, links and more!

August	September	October	November	December
28	11 18 25	9 16 23 30	6 13 20 27	4

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August 28

Session 1	Topic	Course Objectives and Overview
		<ul style="list-style-type: none"> • Introduction • eBusiness Framework • Role of Information Technology

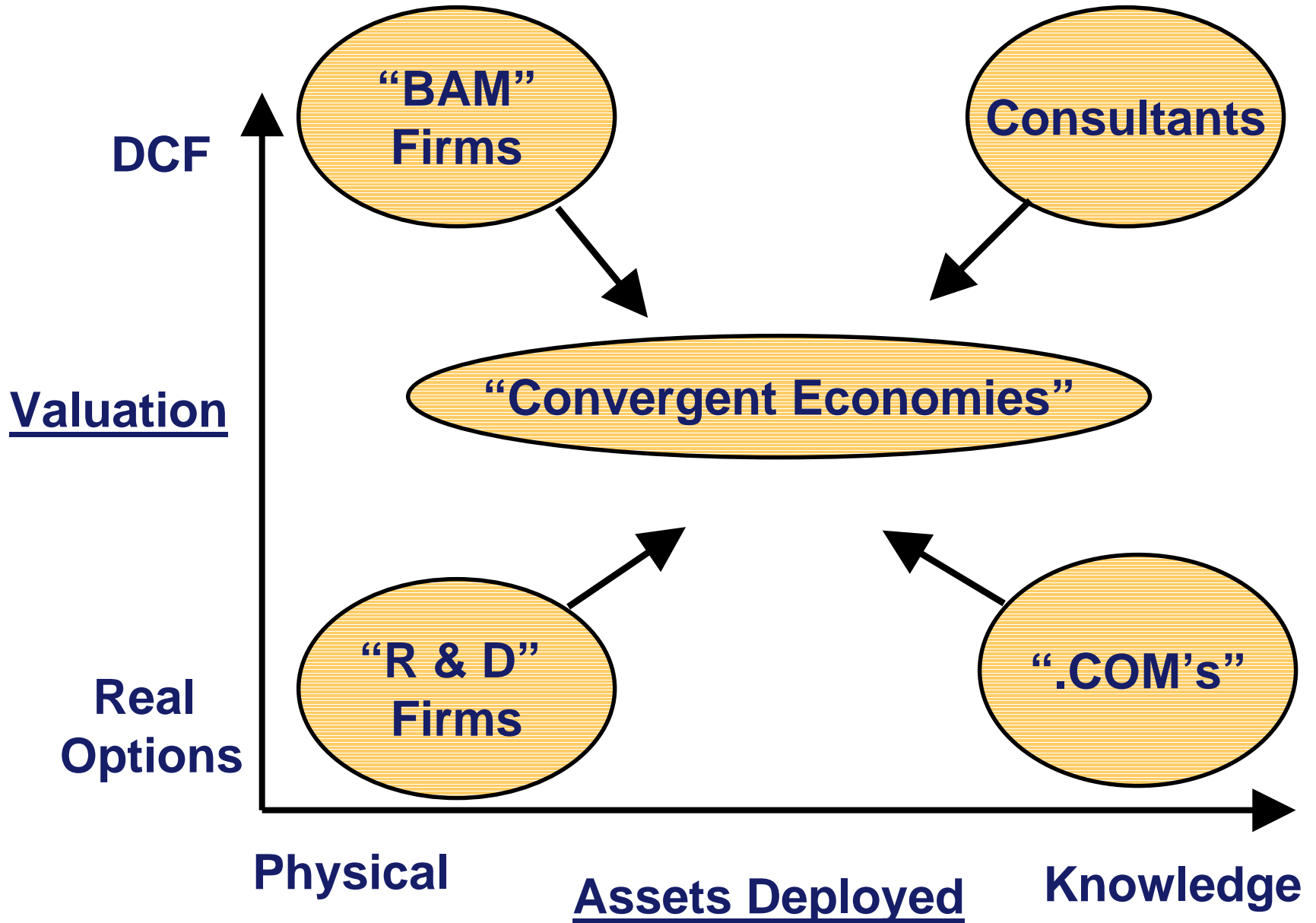
Module: Internet Infrastructure

Session 2	Topic	<ul style="list-style-type: none"> • eCommerce History • Telecommunication Basics • Infrastructure • eCommerce History Notes • Infrastructure Notes
	Discuss	<ol style="list-style-type: none"> 1. Who are the various players in the eBusiness industry? 2. What are the implications of digital convergence? 3. What are the bandwidth limitations of various transmission media? 4. How does TCP/IP work?

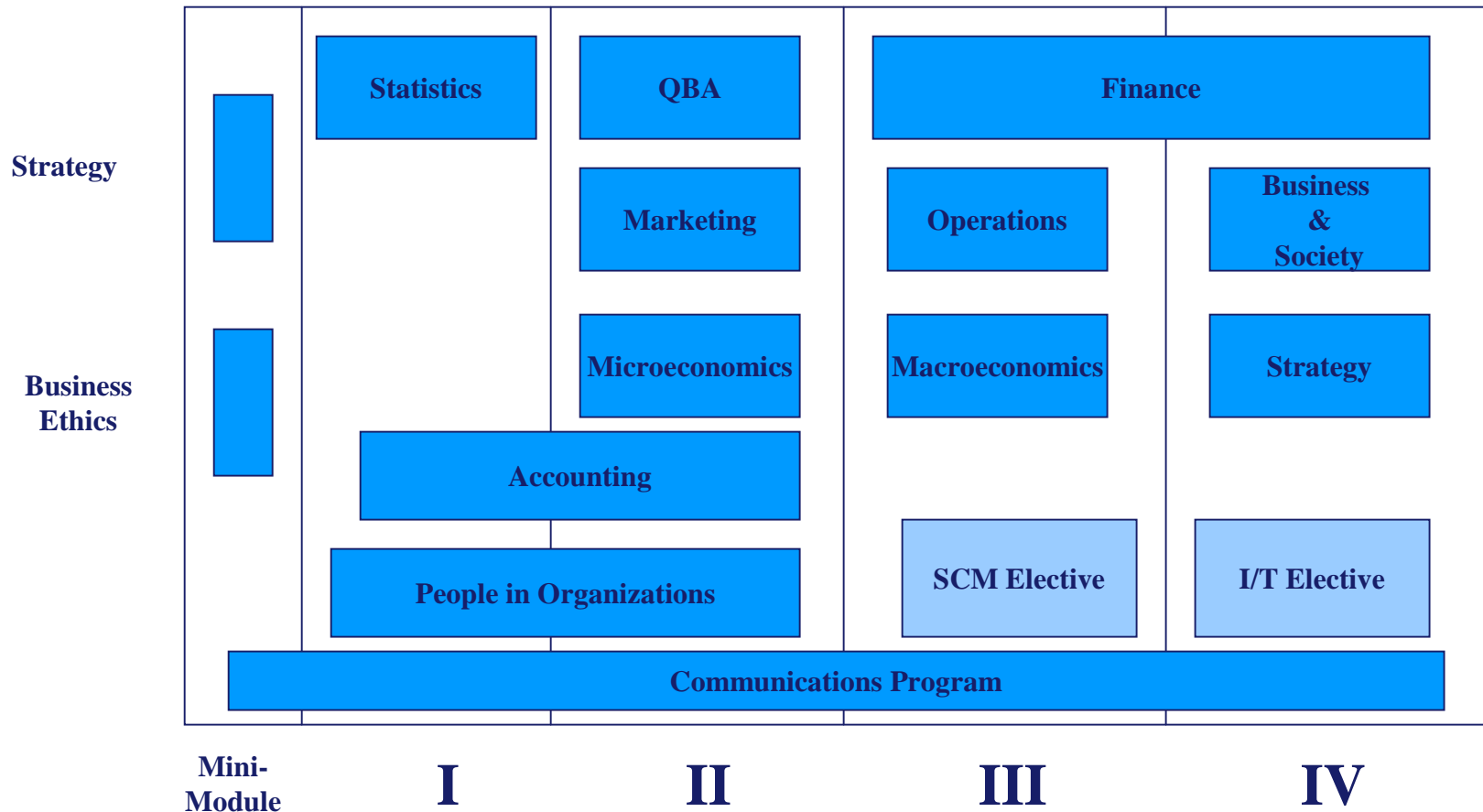


Smeal College Vision

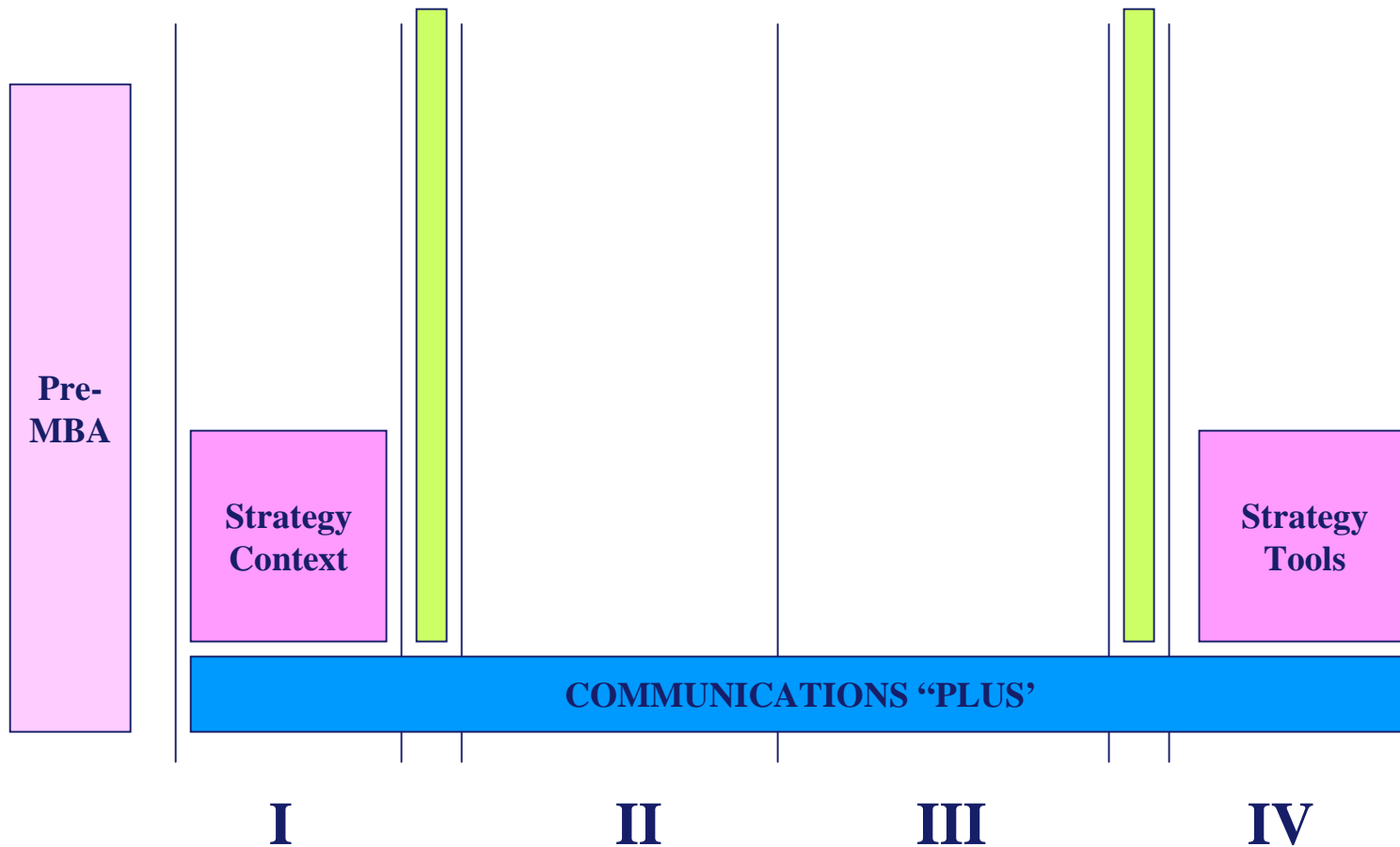
**A pre-eminent learning community
shaping business practice for tomorrow's
converging economies.**



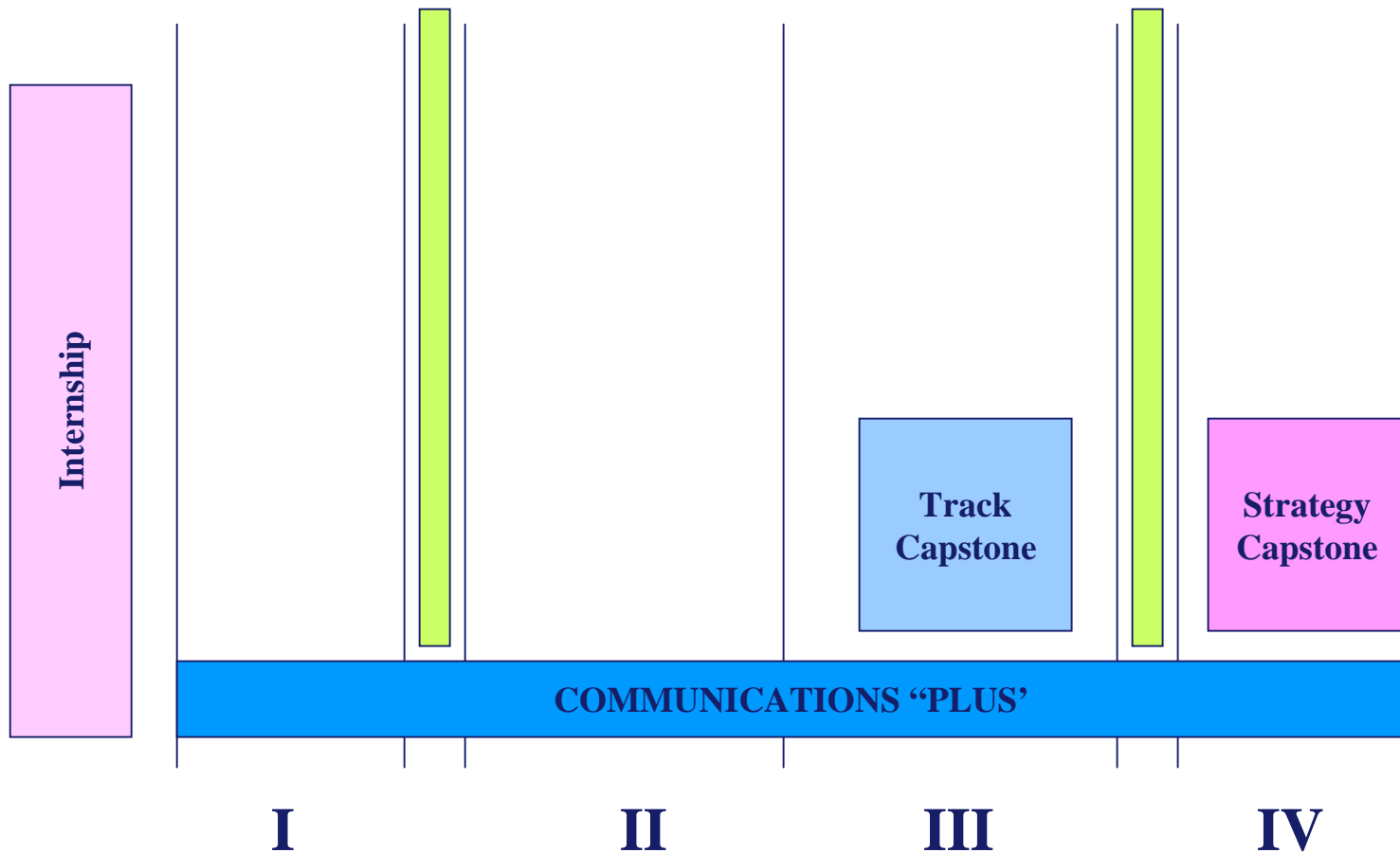
Current Core -- Year One



Proposed Curriculum Structure -- Year 1



Proposed Curriculum Structure -- Year 2



- **Just sprinkling “e” in every course won’t do**
- **Engage students in collaborative learning (e.g., newsletter update for each case)**
- **Teaching, Learning, and Research are becoming contemporaneous**
- **At least some courses should offer “deep knowledge” (e.g., Internships, e-Business incubator)**
- **Need cross-listed courses in other colleges within campus (e.g., IST)**
- **Supplement with guest lectures**