# Course Outline (*please complete as appropriate*)

| COURSE TITLE | Electronic Commerce |
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| **NAME OF LECTURER** | Malgorzata Pankowska |

## COURSE DESCRIPTION

The students should understand consequences of global software and services development, as well as international enterprises functioning with IT support. The course consists of 5 segments (i.e., 1 segment per 1 day). Competences to be achieved in the course are as follows:

a. An awareness of an interest in how international institutions impact business decisions

b. An in-depth knowledge on the key factors in the IT firm's internationalization process by evaluating the international business environment, stressing particularly the economic and cultural dimensions

c. An enhanced understanding of what determines the success and failure of the learning and science openness around the globe

d. An ability to invoke different management theories (e.g., resource-based view, stakeholder theory, and institutional theory) to understand what is behind different firm performances around the world

e. An understanding of the local firms that often compete and/or collaborate with foreign companies, especially in IT sector

f. An ability to recognize the tensions in adopting a global standardized action as opposed to a locally responsive action in international management of information systems

## RECOMMENDED READINGS

• Cropper S., Ebers M., Huxham Ch., Smith Ring P. (2008) The Oxford Handbook of Inter-Organizational Relations, Oxford University Press, New York

• Deans C., Jurison J. (1996) Information Technology in a Global Business Environment, Readings and Cases, An International Thomson Publishing Company, Danvers

• Keith B., Vitasek K., Manrodt K., Kling J. (2016) Strategic Sourcing in the New Economy, Palgrave Macmillan, New York

• Radlo M-J (2016 ) Offshoring, Outsourcing and Production Fragmentation, li nking Macroeconomic and Micro-Business Perspectives, Palgrave Macmillan, New York

• Schoechle T. (2009) Standardization and Digital Enclosure: The Privatization of Standards, Knowledge, and Policy in the Age of Global Information Technology, Information Science Reference, Hershey

• Siepmann F (2014) Managing Risk and Security in Outsourcing IT Services, Onshore, Offshore and the Cloud, CRC Press Taylor & Francis Group, Boca Raton, London

• Shahid Khan M.U., Khan S.U. (2015) Smart Data Center in: Handbook on Data Centers, Khan S.U., Zomaya A.Y. (eds.) Springer Heidelberg, pp.247-262

• Spulber D.F. (2007) Global Competitive Strategy, Cambridge University Press, Cambridge

• Tan F.B. (2011) International Enterprises and Global Information Technologies, Advancing Management Practices, Business Science Reference IGI Global, Hershey, New York

• Wu C., Buyya R. (2015) Cloud Data Centers and Cost Modeling, A complete guide to planning, designing and building a cloud data center, Morgan Kaufmann, Elsevier, Amsterdam

## TEACHING METHODS

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| Classical Lecture i.e., Lecture on theoretical fundamentals |
| Case Study Presentation i.e., Combining theoretical explanations with case studies |

**ASSESSMENT METHODS**

Attendance in the course and discussion participation , Interactive presentation, oral presentation, discussions, Individually done written reports on the case studies

**CLASS TOPICS** *(each class is 3 hrs)*

The course is planned to consists of five segments, one /day:

• 1 Day: International Enterprises

o International Enterprise Development, Impact Technology on Productivity, Factors Affecting Information technologies Usage and Satisfaction,

o case study: Global Association in IT sector, ISACA (Information Systems Audit & Control Association, in the view of vice-president of ISACA Katowice Chapter,

o questions, discussions, evaluations

• 2 Day: Learning and Research Openness as a way to internationalization

o Open Scholarship, Global open source information, Open movement in Science and Research, open business models by Publishing Houses, Influence of organizational Communication Openness,

o Managing by Global Publisher, e.g., Business Science Reference IGI Global, Hershey, New York

o questions, discussions, evaluations

• 3 Day: International Markets for Software Development

o International Software Development, Software licensing options,

o case study 1: SAS Institute offering statistical packages,

o case study 2: SAP Enterprise Resource Planning Systems , i.e., SAP ERP,

o questions, discussions, evaluations

• 4 Day: Management of International Data Exchange

o Data Standards, Data Centers , Data management at international companies,

o case study: ING Services Katowice Poland as company for Data Centers Construction,

o questions, discussions, evaluations

• 5 Day: International Management of IT Services

o International IT Services, Outsourcing and Off shoring, Business models development, Argument Pros and Cons, Flexibility in Off shoring , Outsourcing Control,

o case study: IBM as service company

o questions, discussions, evaluations.

**SPECIAL COMMENTS**

Rooms with computers for all the students (labs), with:

• Internet connection

• Video projector connected to teacher computer


해외우수교수초빙강좌 수강 제한 및 유의사항 (Notice for KNU students)

a. 2018년 8월 졸업예정자(조기졸업자 포함)

b. 국내 타대학 교류학생

c. 재이수의 경우 개강전 수강취소만 가능(7.4-7.5에 한함)

d. 해외우수교수초빙강좌 수강과목은 2018.2학기 수강꾸러미로 신청불가