USM30J - E-commerce & Logistics

Mis à jour le 13-03-2025

Code : USM30J

Unité spécifique de type cours

4 crédits

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Présentation

Prérequis

M2 Master in Management MIM:

- MR13403A Master in International Business and Corporate Development
- MR11802A Master in E-Business and Digital Marketing

Objectifs pédagogiques

The objective of this course is to study the evolution of business models with the appearance of the internet and connected objects. A part of the course is devoted to the impact of digital business models on logistics constraints.

The emergence of the internet has created new business by changing the catchment area of shops. Buyers today are facing a very important choice. The problem is now to capture the prospect and turn it into a customer. Several strategies are being studied (Product dominant logic, Services dominant logic, Data dominant logic).

The course exposes changes in purchasing behavior and internet opportunities, particularly in terms of user tracking and commercial analysis of data.

A presentation and analysis of the business models used abroad will be made by the students. Particular emphasis is placed on the BRICS and the transposition of the European and North American models.

Strategies such as web-to-store, Instant deal, Embedded deals are analyzed to see marketing opportunities. An inventory of online shopping can isolate emerging markets.

A huge part is dedicated to web site analysis and the creation of an online strategy.

In a final part, the course presents the impact of these new forms of purchase on logistic constraints. Many emerging markets (Africa, Asia) are today constrained by the postal distribution network and the lack of a cadastre.

Programme

Contenu

- Introduction to E-business history and main business models
- Digitalisation of business model: principles of innovation and added value of a BM, Dashboard and KPI to digitalize a BM
- Study of BM digitalization and mass consumption product
- Study of BM digitalization and luxury product
- Website and mobile applications strategies
- Logistic impacts

Modalités de validation

- Contrôle continu
- Projet(s)
- Examen final

Description des modalités de validation

Individual and group work, class participation.

Bibliographie

Titre	Auteur(s)
Digital Marketing Strategy: An Integrated Approach to Online Marketing Kindle Edition by Simon Kingsnorth (Author)	Simon Kingsnorth (Author)