

BSS008-3: Applied e-Business (Year 2014 - 2015)

[View Online](#)

20 items

Core Text (2 items)

You are expected to buy this textbook as you will be using it extensively throughout the unit.

E-business and e-commerce management: strategy, implementation and practice, by Chaffey, Dave, 2011

[Book](#) | Core text

Electronic commerce 2012: a managerial and social perspective, by Turban, Efraim, c2012

[Book](#) | Core text

Guided Reading (11 items)

The following is expected reading for this unit. Details of what to read and when will be provided in the BREO site.

E-commerce and v-business: digital enterprise in the twenty-first century, by Barnes, Stuart, c2007

[Book](#) | Guided reading

E-commerce and v-business [electronic resource]: digital enterprise in the twenty-first century, 2007

[Book](#) | Guided reading

Business information systems: technology, development and management, by Bocij, Paul; Greasley, Andrew; Hickie, Simon, c2008

[Book](#) | Guided reading

Digital marketing: strategy, implementation and practice, by Chaffey, Dave; Ellis-Chadwick, Fiona, c2012

[Book](#) | Guided reading

Strategic management of e-business, by Chen, Stephen, c2005

[Book](#) | Guided reading

Managing information and systems: the business perspective, by Curry, Adrienne; Flett, Peter; Hollingsworth, Ivan, c2006

[Book](#) | Guided reading

Strategies for e-business: creating value through electronic and mobile commerce : concepts and cases, by Jelassi, Tawfik; Enders, Albrecht, c2008

Book | Guided reading

E-business: a management perspective, by Reynolds, Jonathan, c2010

Book | Guided reading

Social implications and challenges of e-business, by Li, Feng, c2007

Book | Guided reading

Applying e-commerce in business [electronic resource], by Tassabehji, Rana, 2003

Book | Guided reading

Applying e-commerce in business, by Tassabehji, Rana, 2003

Book | Guided reading

Independent Study (7 items)

To receive high grades, you will need to demonstrate your wider reading. The following resources provide useful background reading for the material in this unit.

Journals (6 items)

If you are looking for articles relating to your assignment topics, you may find it helpful to browse in the following journals.

Journal of management information systems: JMIS [electronic resource]

Journal | Independent reading

Journal of Management Information Systems

Journal | Independent reading

European journal of information systems

Journal | Independent reading

Information & management [electronic resource]

Journal | Independent reading

Information & management: the international journal of information systems applications, systems, objectives, solutions

Journal | Independent reading

MIS quarterly

Journal | Independent reading

Websites (1 items)

DISCOVER (Resource Discovery Platform)

Website | Independent reading