Liverpool John Moores University

Title:	INTRODUCTION TO ORGANISATIONS AND E-BUSINESS
Status:	Definitive
Code:	**4503TECYPC** (115853)
Version Start Date:	01-08-2018

Owning School/Faculty:	Engineering
Teaching School/Faculty:	YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Michael Shaw	

Academic Level:	FHEQ4	**Credit Value:**	24	**Total Delivered Hours:**	101
Total Learning Hours:	240	**Private Study:**	139		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	56
Tutorial	42

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Exam	50	3
Report	AS2	Coursework 1 Research & Report, including an employability self awareness statement	25	
Presentation	AS3	Coursework 2 Research & Presentation	25	

Aims

To provide an introduction to the nature of E-Business, its terminology and relevant management issues;
To convey the range of factors determining the effectiveness of an organization and

to provide the vocabulary and concepts required to discuss organizational effectiveness. To raise awareness of the wide range of internal and external forces for change acting on managers and the differences which arise in different contexts.

Learning Outcomes

After completing the module the student should be able to:

1	Describe an organization in terms of its type, structure, functions, culture and stakeholders.
2	Describe at an introductory level the nature and management of business resources (e.g. people, money, materials, equipment, information) required to meet organizational goals
3	Describe the role of the manager, a range of management styles and their suitability for different circumstances.
4	Discuss the opportunities and challenges in the E-business environment
5	Explain the potential benefits of E-Business to a range of enterprise types, and the limitations or barriers to realization of these benefits
6	Demonstrate an awareness of the mechanics of group working, the problems of its management, the psychology of its activities and the reconciliation of individual and group goals.
7	To identify and reflect upon the following aspects of personal development: strengths and weaknesses, motivations and values, ability to work with others.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

EXAM	5	6	
Report	1	2	7
Presentation	3	4	

Outline Syllabus

Origins of organisations, evolution of businesses as legal entities, types of business
Functions of business in society, stakeholders
The business as an open system, the business environment
Business as a bundle of resources and processes
Organisational structure
Formal report of progress, strategy, outcomes, etc. of the business exercise.
Working in similar small groups, devise a short investigative project requiring questionnaire setting, structured interviews and survey techniques, data analysis, discussion and presentation of findings in both oral presentation and report format

Accounting concepts and financial reporting
Management style, function
Managing people: motivation

Globalisation
Manufacturing evolution: The era of mass customisation
The knowledge economy: Changing role of manager, Changing Modes of work
E-culture

Dot com boom and bust
Basic Technologies
Business Models
Internet marketing, metrics
Security, payment systems

Learning Activities

This is a year long module and will be taught via lecture and tutorial. Sessions will be interactive using video and case studies. Company visits will be arranged where appropriate.

Course Material	Book
Author	Marcouse I
Publishing Year	2011
Title	Business Studies
Subtitle	
Edition	4th ed
Publisher	Hodder Educational
ISBN	

Course Material	Book
Author	Chaffey D
Publishing Year	2008
Title	E-business and E-commerce Management
Subtitle	
Edition	
Publisher	Pearson Education
ISBN	

Course Material	Book
Author	Efraim Turban, et al
Publishing Year	2011
Title	Electronic Commerce 2012: Managerial & Social Networks Perspectives in Electronic Commerce
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Burrow JL

Publishing Year	2012
Title	e-Study Guide for Business Principles & Management
Subtitle	
Edition	
Publisher	Cram101
ISBN	

Course Material	Book
Author	David Jaques, Gilly Salmon
Publishing Year	2012
Title	Learning in Groups: A Handbook for Face-to-Face and Online Environments
Subtitle	
Edition	4th Ed
Publisher	Routledge
ISBN	

Course Material	Journal / Article
Author	Mohammad S. Obaidat, Joaquim Filipe
Publishing Year	2011
Title	e-Business and Telecommunications: 6th International Joint Conference
Subtitle	
Edition	
Publisher	Springer
ISBN	

Notes

This module provides students with an introduction to businesses and the benefits of e-business to all organisations.