

## Liverpool John Moores University

Title: Introduction to Organisations and E-Business

Status: Definitive

Code: **4601TECYPC** (121705)

Version Start Date: 01-08-2021

Owning School/Faculty: Engineering

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

Team	Leader
Karl Jones	Y

<b>Academic Level:</b>	FHEQ4	<b>Credit Value:</b>	10	<b>Total Delivered Hours:</b>	42
<b>Total Learning Hours:</b>	100	<b>Private Study:</b>	58		

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24
Tutorial	18

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report and Business Analysis (2500 words)	100	

### Aims

*To provide an introduction to the nature of E-business, that determines the effectiveness of an organisation and raises awareness of the wide range of internal and external factors for change acting on managers.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Describe an organisation in terms of its types, structure, functions, stakeholders, and environment.
- 2 Explain range of leadership styles and their suitability for different circumstances.
- 3 Identify the potential benefits and challenges in the E-business environment

### **Learning Outcomes of Assessments**

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

Report on Business Analysis	1	2	3
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### **Outline Syllabus**

*Types of business*  
*Business functions*  
*Business resources*  
*Business environment*  
*Organisational structure*  
*Leadership*  
*Theory of motivation*

*Globalisation*  
*e-Business and e-Commerce*  
*B2B, B2C*  
*E-business benefit and limitation*  
*E-business opportunity and challenges*

### **Learning Activities**

This module will be taught through a combination of lectures and tutorials. Sessions will be interactive using video and case studies.

### **Notes**

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