

Liverpool John Moores University

Title: E-COMMERCE FOR MANAGERS
Status: Definitive
Code: **5001BUSBS** (117024)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Jack OFarrell	Y
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Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 44
Total Learning Hours: 240 **Private Study:** 196

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	44

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Group presentation	30	
Report	Rep.	Report c.1500 words	70	

Aims

To introduce students to both conceptual and practical issues of e-commerce – focusing upon the dynamic business environment, the marketing and economics of business to business (B2B) and business to consumer (B2C) trade, virtual organisations and associated management issues.

Learning Outcomes

After completing the module the student should be able to:

- 1 Assess the impact of electronic commerce on business;
- 2 Analyze markets and business environments to identify relevant e-commerce activities;
- 3 Identify e-commerce opportunities in business scenarios;
- 4 Determine appropriate e-commerce adoption strategies.

Learning Outcomes of Assessments

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

Group Presentation	1	2
Report c.1500 words	3	4

Outline Syllabus

Module Overview & Introduction to E-commerce Trends.

E-Commerce Business Models and Concepts.

The Internet and WWW E-commerce infrastructure.

Impact of E-commerce on Service Industries – Operations & Supply Chain Management.

Business to Business (B2B) E-commerce – From value chains to value nets.

Infrastructure for E-commerce – Changing Business Processes & using Web Technologies.

Internet Technologies – WWW, intranets, extranets.

Technology Management - Contemporary E-commerce Issues e.g. bandwidth, security etc.

Electronic Commerce Strategy & Implementation - Frameworks for E-commerce Solutions.

Digital Economics & Global Trade.

E-Commerce the future.

Learning Activities

Interactive multimedia lecture sessions supported by WWW materials. Use of (video) case studies, group work, and practical demonstrations in workshop/tutorial sessions.

Notes

The Module will provide students with knowledge of E-Commerce and how this impacts on modern business and the supply chain.