Liverpool John Moores University

Title: WEB DESIGN FOR E-COMMERCE
Status: Definitive
Code: **5004ONLINE** (103094)
Version Start Date: 01-08-2011

Owning School/Faculty: Computing and Mathematical Sciences
Teaching School/Faculty: Computing and Mathematical Sciences

Team	emplid	Leader
Mark Taylor		Y

Academic Level:	FHEQ5	**Credit Value:**	24.00	**Total Delivered Hours:**	74.00
Total Learning Hours:	240	**Private Study:**	166		

Delivery Options
Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	24.000
Online	24.000
Seminar	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report on chosen case study for e-Commerce Security in terms of effected methods.	50.0	
Exam	AS2	Examination.	50.0	2.00

Aims

To introduce students to the critical issues involved in E-Commerce and the impact on the existing business.

Learning Outcomes

After completing the module the student should be able to:

1. Have a clear understanding of the legal issues relating to E-Commerce.
2. Demonstrate an understanding of the need for effective security methods.
3. Evaluate and apply analysis techniques to determine the website user groups and the data entities required for a website, and their relationships.
4. Evaluate and apply design techniques to create website structures that provide appropriate website navigational structures.
5. Use appropriate web development tools to develop websites.

Learning Outcomes of Assessments

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

Case study	3	4	5
Examination	1	2	

Outline Syllabus

An introduction and overview of the internet, extranets, intranets, web sites, E-Commerce sites. A consideration of legal issues associated with E-Commerce sites in relation to development of sites and transactions. The importance of marketing strategies, specifically for global marketing. Alternative website design approaches. Maintenance issues in website design. Appropriate web development tools in detail.

Learning Activities

Lectures for presentation of design and development techniques and appropriate web development tools.

References

Course Material	Book
Author	Lengel, J.G.
Publishing Year	2002
Title	The Web Wizard's Guide to Web Design
Subtitle	
Edition	
Publisher	Addison-Wesley
ISBN	

Course Material	Book
Author	Chaffey, D.

Publishing Year	2009
Title	E-Business and E-Commerce Management
Subtitle	Strategy, Implementation and Practice
Edition	4th Edition
Publisher	Financial Times/ Prentice Hall
ISBN	0273719602

Course Material	Book
Author	Jelassi, T. and Enders, A.
Publishing Year	2009
Title	Strategies for E-Business: Concepts and Cases
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	

Notes

This module provides an introduction to E-Commerce and relevant practical experience in analysis and design of websites and the use of web development tools for producing websites. All online activities are scheduled.