Liverpool John Moores University

Title:	DESIGN AND STRATEGIES FOR E-COMMERCE
Status:	Definitive
Code:	**5008COMP** (102935)
Version Start Date:	01-08-2011

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

Team	emplid	Leader
Henry Forsyth		Y

Academic Level:	FHEQ5	**Credit Value:**	12.00	**Total Delivered Hours:**	26.00
Total Learning Hours:	120	**Private Study:**	94		

Delivery Options
Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	100.0	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   Identify the legal issues relating to E-Commerce

2	Discuss the need for effective security methods
3	Discuss web marketing strategies
4	Assess the importance of maintenance when dealing with E-Commerce sites

Learning Outcomes of Assessments

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

EXAM   1   2   3   4

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.
The need for maintenance and audit trails.
Security issues related to the site and payments.
The importance of design and navigation.

Learning Activities

Learning activities will be through lectures and tutorials where students will be encouraged to ask questions and discuss case studies.

References

Course Material	Book
Author	Chaffey D.
Publishing Year	2002
Title	E-Business and E-Commerce Management
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Carr H.H & Snyder C A
Publishing Year	2004
Title	Management of Telecommunications, Business Solutions to Business Problems
Subtitle	
Edition	2nd
Publisher	McGraw-Hill

ISBN	

Course Material	Book
Author	Crovella M & Krishnamurthy B
Publishing Year	2006
Title	Internet Measurement
Subtitle	
Edition	
Publisher	Wiley & Sons Ltd.
ISBN	

Course Material	Book
Author	Chen S
Publishing Year	2005
Title	Strategic Management of E-Business
Subtitle	
Edition	2nd
Publisher	Wiley & Sons Ltd.
ISBN	

Course Material	Book
Author	Korper S. & Ellis J.
Publishing Year	2000
Title	The E-Commerce Book: Building the E-Empire
Subtitle	
Edition	
Publisher	Academic Press
ISBN	

Course Material	Book
Author	Currie W.
Publishing Year	2000
Title	The Global Information Society
Subtitle	
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	Korpor S. & Ellis J.
Publishing Year	2000
Title	The E-Commerce Book: Building the E-Commerce Empire
Subtitle	
Edition	
Publisher	Empire Academic Press
ISBN	

Course Material	Book
Author	Turban E., Lee J., King D., Chung H.M.
Publishing Year	1999
Title	Electronic Commerce: A Managerial Perspective
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	

Notes

This module provides an introduction to E-Commerce and the main issues which surround it as well as impressing upon the student the need for careful consideration and understanding of the issues when designing E-Commerce sites.