Liverpool John Moores University

Title: E-COMMERCE
Status: Definitive
Code: **5011KAPBM** (118107)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Kaplan Financial London

Team	emplid	Leader
Bill Davies		Y

Academic Level: FHEQ5 **Credit Value:** 24.00 **Total Delivered Hours:** 90.00

Total Learning Hours: 240 **Private Study:** 150

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26.000
Practical	12.000
Workshop	52.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Business report style, 2,000 words.	50.0	
Report	Report	Business report style, 2,000 words.	50.0	

Aims

To introduce the students to practical and conceptual issues surrounding e-commerce.
To introduce the students to the issues involved for organisations when they are considering adopting an e-commerce strategy and the impact on their existing business.

Learning Outcomes

After completing the module the student should be able to:

LO 1   Analyse, evaluate, describe and explain the advantages of the different types of e-commerce available to organisations.
LO 2   Examine e-commerce issues such as on-line payment systems, security & ethical codes and internet technologies.
LO 3   Identify strategies for incorporating e-commerce technologies within existing organisations.
LO 4   Assess and apply the techniques for search engine optimisation.

Learning Outcomes of Assessments

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

Report	LO 1	LO 2

Report	LO 3	LO 4

Outline Syllabus

Module Overview & Introduction to E-commerce.
An introduction and overview of the Internet, Extranets, Intranets, WEB sites and E-commerce sites.
Infrastructure for E-commerce – Changing Business Processes & using Web Technologies.
The difference between the "types" of e-commerce available to organisations and the importance of identifying the correct type for the organisation.
Discuss the techniques for search engine optimisation.

Learning Activities

Learning activities will be through lectures and workshops where students will be encouraged to ask questions of issues raised.
Business case studies will be used to create opportunities for the students to apply the theories gained in lectures and workshops.

References

Course Material	Book
Author	Rayport, J F and Jaworski, B J
Publishing Year	2003

Title	Introduction to E-Commerce
Subtitle	
Edition	2nd edition
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Turban, E and others
Publishing Year	2002
Title	Electronic Commerce
Subtitle	A Managerial Perspective
Edition	
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Nielsen, J
Publishing Year	2000
Title	Designing Web Usability
Subtitle	
Edition	
Publisher	New Riders
ISBN	

Course Material	Book
Author	Kosiur, D
Publishing Year	1997
Title	Understanding Electronic Commerce
Subtitle	
Edition	
Publisher	Microsoft Press
ISBN	

Course Material	Book
Author	Chan, H, Lee, R, Dillon, T and Change, E
Publishing Year	2001
Title	E-Commerce
Subtitle	Fundamentals and Applications
Edition	
Publisher	Wiley
ISBN	

Notes

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