

Liverpool John Moores University

Title: E-BUSINESS TECHNOLOGY
Status: Definitive
Code: **5044BUSIS** (108219)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Jack OFarrell	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	8.000
Tutorial	8.000
Workshop	8.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Case study based report - 2,500 words	100.0	

Aims

This module aims to maximise the business opportunities provided by Web and internet technologies

Learning Outcomes

After completing the module the student should be able to:

- 1 Examine methods of measuring websites' performance
- 2 Be familiar with collaborative web tools
- 3 Detail the infrastructures necessary to implement and deliver web-based business solutions

Learning Outcomes of Assessments

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

CW 1 2 3

Outline Syllabus

Web metrics
Site maximisation
Web 2.0
Web and internet infrastructures

Learning Activities

Lectures,
 Tutorials,
 Workshops.

References

Course Material	Book
Author	Chaffey, Dave
Publishing Year	2006
Title	e-Business and e-Commerce Management
Subtitle	
Edition	
Publisher	Financial Times/ Prentice Hall
ISBN	1405847077

Course Material	Book
Author	Clifton, Brian
Publishing Year	2008
Title	Advanced Web Metrics with Google Analytics
Subtitle	
Edition	
Publisher	John Wiley & Sons
ISBN	0470253126

Notes

This module uses various delivery methods.