Liverpool John Moores University

Title:	E-BUSINESS DESIGN
Status:	Definitive
Code:	**5045BUSIS** (108220)
Version Start Date:	01-08-2011

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

Team	emplid	Leader
Christopher Taylor		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 1

Component	Contact Hours
Lecture	12.000
Workshop	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Case study report	100.0	

Aims

To enable students to understand and apply concepts related to effective e-business design.

Learning Outcomes

After completing the module the student should be able to:

1   Demonstrate knowledge of information architecture concepts, usability issues and

accessibility best practice and legal requirements
2   Audit and assess websites using usability criteria
3   Evaluate a website using relevant accessibility tools and methods
4   Utilise relevant diagramming tools in the analysis of a website
5   Present analysis and recommendations in a professional format

Learning Outcomes of Assessments

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

CW   1   2   3   4   5

Outline Syllabus

Information architecture for the web
Usability – criteria and bespoke test design
Accessibility – compliance and tools
Using wireframes, blueprints and sit map diagrams

Learning Activities

Lectures complimented by practical workshops

References

Course Material	Book
Author	Moreville, P. & Rosenfeld, L.
Publishing Year	2006
Title	Information Architecture for the World Wide Web
Subtitle	
Edition	
Publisher	O'Reilly
ISBN	9780596527341

Course Material	Book
Author	Nielsen, J. & Loranger, H.
Publishing Year	2006
Title	Prioritizing Web Usability
Subtitle	
Edition	
Publisher	New Riders
ISBN	0321350316

Notes