

Liverpool John Moores University

Title: E-COMMERCE FOR MANAGERS
Status: Definitive
Code: **5503HEPBS** (118854)
Version Start Date: 01-08-2011

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

Team	Leader
Terry Murray	Y

Academic Level: FHEQ5 **Credit Value:** 24.00 **Total Delivered Hours:** 78.00
Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26.000
Workshop	52.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.		10.0	
Presentation	Pres.		10.0	
Essay	Essay	Individual.	80.0	

Aims

To introduce students to both conceptual and practical issues of e-commerce – focusing upon the dynamic business environment, the marketing and economics of business to business (B2B) and business to consumer (B2C) trade, virtual organisations and associated management issues.

Learning Outcomes

After completing the module the student should be able to:

- LO 1 Understand the principles and historical context of electronic commerce;
- LO 2 Appreciate the impact of electronic commerce on business;
- LO 3 Realize the benefits and constraints of adopting an electronic commerce approach;
- LO 4 Understand the required framework to facilitate the creation of an e-commerce business solution;
- LO 5 Analyze markets and business environments to identify suitable e-commerce activities;
- LO 6 Examine contemporary e-commerce issues such as on-line payment systems, digital signatures, security & ethical codes and internet technologies; its effects on sales and marketing functions;
- LO 7 Identify strategies for incorporating e-commerce technologies within existing organisations.

Learning Outcomes of Assessments

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

Presentation	LO					
	1					
Presentation	LO					
	2					
Essay	LO	LO	LO	LO	LO	
	3	4	5	6	7	

Outline Syllabus

Module Overview & Introduction to E-commerce Trends.

E-Commerce Business Models and Concepts.

The Internet and WWW E-commerce infrastructure.

Impact of E-commerce on Service Industries – Operations & Supply Chain Management.

Business to Business (B2B) E-commerce – From value chains to value nets.

Infrastructure for E-commerce – Changing Business Processes & using Web Technologies.

Internet Technologies – WWW, intranets, extranets.

Technology Management - Contemporary E-commerce Issues e.g. bandwidth, security etc.

Electronic Commerce Strategy & Implementation - Frameworks for E-commerce Solutions.

Digital Economics & Global Trade.

E-Commerce the future.

Learning Activities

Interactive multimedia lecture sessions supported by WWW materials. Use of (video) case studies, group work, and practical demonstrations in workshop/tutorial sessions.

References

Course Material	Book
Author	Laudon and Traver
Publishing Year	2009
Title	E-Commerce Busiess, Technology, Society
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	0-13-502714-4

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	Seybold, P
Publishing Year	1998
Title	Customers.com
Subtitle	
Edition	
Publisher	Times books
ISBN	

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

Course Material	Book
Author	Anston, Whinston, Dale and Soon-Young
Publishing Year	1997

Title	Economics of Electronic Commerce
Subtitle	
Edition	
Publisher	Macmillan
ISBN	

Notes

The Module will provide students with knowledge of E-Commerce and how this impacts on modern business and the supply chain.