

Liverpool John Moores University

Title: MANAGEMENT OF E-COMMERCE
Status: Definitive
Code: **6015COMP** (102991)
Version Start Date: 01-08-2011

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

Team	Leader
Henry Forsyth	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 38.00
Total Learning Hours: 120
Private Study: 82

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Practical	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	One group based coursework to develop an e-business system, document it and evaluate it.	60.0	
Exam	AS2	Examination	40.0	2.00

Aims

This module provides students with an in-depth knowledge of e-commerce capabilities, enabling technology and its management. Overall lectures in this module will provide the students with an in-depth understanding of various concepts linked with balancing technologies and business strategies in the process of electronically buying and selling goods, services and information that impacts businesses and people.

Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise and evaluate how the landscape of online commerce is changing and evolving.
- 2 Assess the emerging social and technical issues associated with e-commerce.
- 3 Critically reflect on some of the real-world business global cases and learn from both success and failures.
- 4 Demonstrate the ability to integrate the business and technology strategies used in electronic commerce.

Learning Outcomes of Assessments

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

E-business system	3	4
Exam	1	2

Outline Syllabus

Introduction to E-Commerce
Technology Infrastructure - World Wide Web
B2B Strategy
Marketing on the Web (Hardware)
Marketing on the Web (Software)
Ethical Issues & E-Commerce
Electronic Payment Systems
Security Issues & E-Commerce
Support Services (e.g. Auctions)

Learning Activities

Learning activities will be facilitated through lectures, tutorials including: case-studies, demonstrations and group discussions.

References

Course Material	Book
Author	Schneider, G
Publishing Year	2006
Title	Electronic Commerce
Subtitle	

Edition	7th Edition
Publisher	Thomas Course Technology
ISBN	1418837032

Course Material	Book
Author	Turban, E., King, D., Lee, J., McKay, J., Marshall, P.
Publishing Year	2007
Title	Electronic Commerce 2008 - A Managerial Perspective
Subtitle	
Edition	5th Edition
Publisher	Prentice Hall
ISBN	0135135443

Notes

The module covers the technological and managerial aspects of the e-business model. Critical appraisal skills regarding the impact of e-business solutions are developed in this module.