

# Website and E-Commerce Management

## Module Information

2022.01, Approved

### Summary Information

Module Code	6018DACOMP
Formal Module Title	Website and E-Commerce Management
Owning School	Computer Science and Mathematics
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Computer Science and Mathematics

### Learning Methods

Learning Method Type	Hours
Lecture	22
Practical	33

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-CTY	CTY	January	12 Weeks

### Aims and Outcomes

Aims	This module extends students abilities beyond web development to website “management” by exploring the use of analytics to monitor user interactions with websites to both improve traffic to the site and increase the conversion of such visitors to customers. While techniques such as search engine optimisation, social media marketing and A/B testing etc. are primarily explored through e-commerce systems, the same techniques are equally applicable to the majority of web offerings.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Formulate a coherent business plan for E-commerce development.
MLO2	2	Apply practical E-commerce/Website management techniques.
MLO3	3	Critically reflect on real-world business global cases and learn from both success and failures.

### Module Content

Outline Syllabus	Introduction to E-Commerce and the long tail of E-commerce Search Engine Optimization and optimisation tools Website/E-Commerce Systems management with Analytics and webmaster tools Goals, Funnels and Conversion A/B Testing and experimentation Content Management Systems B2B Strategy Marketing on the Web Legal/Ethical Issues Electronic Payment Systems Security Issues Support Services (e.g. Auctions)
Module Overview	
Additional Information	This module provides the student with the concepts, methods, techniques and experience to understand, design and develop rich digital multimedia applications.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Technology	E-Commerce Website Development	100	0	MLO1, MLO2, MLO3

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
Janet Lunn	Yes	N/A

#### Partner Module Team

Contact Name	Applies to all offerings	Offerings