

## Liverpool John Moores University

Title: E-BUSINESS  
Status: Definitive  
Code: **6030BUSIS** (101779)  
Version Start Date: 01-08-2011

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

Team	Leader
Francis Muir	Y

**Academic Level:** FHEQ6  
**Credit Value:** 12.00  
**Total Delivered Hours:** 26.00  
**Total Learning Hours:** 120  
**Private Study:** 94

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Assessment will comprise the construction of a web site, a report and a design justification for the site.	100.0	

### Aims

*To enable students to gain an in depth understanding of emerging trends and business models in the New Economy.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Outline and evaluate the growth of the 'New Economy' in terms of its economic and social impacts;
- 2 Critically evaluate a range of e-business practices in terms of their underlying business models.
- 3 Critically evaluate the diverse ways in which implementation of an e-business strategy can create and/or enhance organisational performance in both the public and private sectors.
- 4 Outline and evaluate the growth of the 'New Economy' in terms of its economic and social impacts.

## Learning Outcomes of Assessments

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

CW                                      1    2    3    4

## Outline Syllabus

*A broad based course in e-business designed to develop understanding of the growth of the 'New Economy' and its business practices. A complementary programme of skills development will enable students to understand and participate in the development of e-business solutions.*

*Key areas covered include: growth of the Internet; types of e-business activity; business models for e-commerce; Internet marketing; Internet and HRM; e-business strategy development and competitive advantages from e-business.*

## Learning Activities

The course will comprise a series of practically oriented tutorials in which you will learn how to create a simple web site backed by lectures providing the underpinning knowledge of e-business. These two elements will be brought together as your assessment will require development of a web based e-business application.

## References

<b>Course Material</b>	Book
<b>Author</b>	Afuah, A. and Tucci, C. L.
<b>Publishing Year</b>	2003
<b>Title</b>	Internet Business Models and Strategies
<b>Subtitle</b>	Text and Cases
<b>Edition</b>	
<b>Publisher</b>	McGraw-Hill.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lowery, J. W.
<b>Publishing Year</b>	2003
<b>Title</b>	Dreamweaver MX 2004 bible
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Wiley, New York.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Niederst, J.
<b>Publishing Year</b>	2001
<b>Title</b>	Web Design in a Nutshell
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	O'Reilly.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Phillips, P.
<b>Publishing Year</b>	2003
<b>Title</b>	E-Business Strategy
<b>Subtitle</b>	Text and cases
<b>Edition</b>	
<b>Publisher</b>	McGraw-Hill.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Tapscott, D.
<b>Publishing Year</b>	1996
<b>Title</b>	The Digital Economy
<b>Subtitle</b>	Promise and Peril in the Age of Networked Intelligence
<b>Edition</b>	
<b>Publisher</b>	McGraw-Hill.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Timmers, Paul
<b>Publishing Year</b>	2000
<b>Title</b>	Electronic Commerce
<b>Subtitle</b>	Strategies and Models for Business-to-Business Trading
<b>Edition</b>	
<b>Publisher</b>	Wiley.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Turban, Efraim, King, David, Lee, Jae and Viehland,

	Dennis
<b>Publishing Year</b>	2004
<b>Title</b>	Electronic Commerce
<b>Subtitle</b>	A Managerial Perspective
<b>Edition</b>	
<b>Publisher</b>	Pearson Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Whiteley, David
<b>Publishing Year</b>	2000
<b>Title</b>	e-Commerce
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	McGraw-Hill.
<b>ISBN</b>	

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## Notes

Formative assessment will take the form of:

1. Students will work through a tutorial and their progress with the tutorial will be continuously monitored.
2. After four or five weeks the students will be expected to hand in a short report and the completed tutorial web site. This will be done using Blackboard.

Summative assessment will take the form of:

1. A report
2. A web site

This module seeks to introduce students to the diversity of ways in which the Internet can be harnessed to improve organisational performance and provide a basic introduction to the practicalities of developing web based applications. No prior web development knowledge is needed though a sound grasp of word processing (e.g. use of tables and styles) and Windows file management (e.g. creating and using folders, moving and copying files) is desirable.