

Liverpool John Moores University

Title: E-COMMERCE
Status: Definitive
Code: **6034BUSIS** (101835)
Version Start Date: 01-08-2011

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

Team	Leader
Terry Murray	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: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Individual assignment	80.0	
Presentation	AS2	Presentation 1	10.0	
Presentation	AS3	Presentation 2	10.0	

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:

- 1 Understand the principles and historical context of electronic commerce;
- 2 Appreciate the impact of retailing via electronic commerce;
- 3 Realise the benefits and constraints of adopting an electronic commerce approach;
- 4 Design a framework to facilitate the creation of an e-commerce business solution;
- 5 Analyse markets and business environments to identify suitable e-commerce activities;
- 6 Examine contemporary e-commerce issues such as on-line payment systems, digital signatures, security & ethical codes and internet technologies;
- 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:

CW	4	5	6	7
CW	1			
CW	2	3		

Outline Syllabus

Module Overview & Introduction to E-commerce (inter-disciplinary approach).

Driving Force of E-commerce – Changing Business & Facilitating Technology.

Retailing in E-commerce (B2C) – Internet Consumerism & Marketing.

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.

Learning Activities

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

References

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	KOSIUR D.,
Publishing Year	1997
Title	Understanding Electronic Commerce,
Subtitle	
Edition	
Publisher	Microsoft Press.
ISBN	

Course Material	Book
Author	ANSTON, WHINSTON ,DALE, SOON-YOUNG,
Publishing Year	1997
Title	Economics of Electronic Commerce.
Subtitle	
Edition	
Publisher	Macmillan.
ISBN	

Course Material	Book
Author	SEYBOLD P.,
Publishing Year	1998
Title	Customers. Com
Subtitle	
Edition	
Publisher	Times books.
ISBN	

Notes

To Introduce to studentst to teh conceptual and practical issues of E-Commerce.