Liverpool John Moores University

Title: E-BUSINESS
Status: Definitive
Code: **6038BUSIS**   (108235)
Version Start Date: 01-08-2011

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

Team	emplid	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: 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	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.

Learning Outcomes of Assessments

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

CW   1   2   3

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

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

Course Material	Book
Author	Lowery, J. W.

Publishing Year	2003
Title	Dreamweaver MX 2004 bible
Subtitle	
Edition	
Publisher	Wiley, New York.
ISBN	

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

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

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

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

Course Material	Book
Author	Turban, Efraim, King, David, Lee, Jae and Viehland, Dennis
Publishing Year	2004

Title	Electronic Commerce
Subtitle	A Managerial Perspective
Edition	
Publisher	Pearson Prentice Hall
ISBN	

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

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.