

Liverpool John Moores University

Title: E-BUSINESS MODELS
Status: Definitive
Code: **6047BUSIS** (108245)
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: 28.00
Total Learning Hours: 120
Private Study: 92

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	50.0	2.00
Report	AS2	Coursework - report	50.0	

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 Evaluate organisational requirement for a successful e-Business implementation.
- 4 Critically evaluate new business practices in the new economy

Learning Outcomes of Assessments

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

EXAM	1	2	3	4
CW	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 tutorials will enable students to critically evaluate the lecture material.

Topics covered will include:

*e-Business models
Revenue channels
Sales channels*

Learning Activities

Lectures, tutorials.

References

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

Course Material	Book
Author	Chaffey, Dave
Publishing Year	2006
Title	E-Business and E-Commerce Management
Subtitle	

Edition	
Publisher	FT Prentice Hall
ISBN	

Notes

This module covers the sales and revenue models behind e-businesses.