

Liverpool John Moores University

Title: E-BUSINESS STRATEGY
Status: Definitive
Code: **6048BUSIS** (108246)
Version Start Date: 01-08-2011

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

Team	Leader
Jack OFarrell	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Business plan for new e-business	80.0	
Report	AS2	Presentation of new business idea	20.0	

Aims

This module aims to familiarise students with the strategic issues involved in planning and developing an e-business.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply knowledge of the e-business strategic planning process
- 2 Determine the impact of environmental issues on organisations
- 3 Examine implementation and control methods

Learning Outcomes of Assessments

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

CW	1	2	3
CW	3		

Outline Syllabus

E-business strategies

Environmental issues within the UK affecting e-businesses

Performance measurement of commercial web sites

E-government: initiatives from the public sector

Marketing, SCM and CRM

Learning Activities

Lectures, tutorials, multi-media materials

References

Course Material	Book
Author	Chaffey, Dave
Publishing Year	2006
Title	e-Business and e-Commerce Management
Subtitle	
Edition	
Publisher	Financial Times/ Prentice Hall
ISBN	1405847077

Course Material	Book
Author	Kalakota, Ravi
Publishing Year	2008
Title	e-Business 2.0: Roadmap for Success
Subtitle	
Edition	
Publisher	Addison Wesley
ISBN	0201721651

Notes

This module looks at the issues involved in developing an online business.