Liverpool John Moores University

Title: E-COMMERCE SYSTEMS
Status: Definitive
Code: **6051COMP** (117463)
Version Start Date: 01-08-2018

Owning School/Faculty: Computer Science
Teaching School/Faculty: Computer Science

Team	Leader
Andrew Laws	Y
Henry Forsyth	

Academic Level:	FHEQ6	**Credit Value:**	24	**Total Delivered Hours:**	72
Total Learning Hours:	240	**Private Study:**	168		

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Practical	24
Tutorial	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Individual Practical Report 1 (SEO)	50	
Report	AS2	Individual E-Commerce Development Report	50	

Aims

This module provides students with an in-depth knowledge of e-commerce capabilities, enabling technology and its management. Overall lectures in this module will provide the students with an in-depth understanding of various concepts linked with balancing technologies and business strategies in the process of

electronically buying and selling goods, services and information that impacts businesses and people.

Learning Outcomes

After completing the module the student should be able to:

1. Critically evaluate how the landscape of online commerce is changing and evolving.
2. Apply practical E-commerce management techniques.
3. Critically reflect on some of the real-world business global cases and learn from both success and failures.
4. Demonstrate the ability to integrate the business and technology strategies used in electronic commerce.
5. Present a coherent business plan for E-commerce development.

Learning Outcomes of Assessments

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

Practical Report   1   2   3

Development Report   4   5

Outline Syllabus

Introduction to E-Commerce
Technology Infrastructure - World Wide Web
Revenue Models
B2B Strategy
Marketing on the Web
Ethical Issues
Legal Issues
Electronic Payment Systems
Security Issues
Support Services (e.g. Auctions)
E-Commerce Development
E-Commerce Project Management
Search engine analysis and optimisation tools
Content management systems

Learning Activities

Learning activities will be facilitated through lectures, tutorials including: case-studies, demonstrations and group discussions.

Notes

The module covers the technological and managerial aspects of the e-business model. Critical appraisal skills regarding the impact of e-business solutions are developed in this module.