

Liverpool John Moores University

Title: E-Commerce Systems
Status: Definitive
Code: **6212COMP** (128013)
Version Start Date: 01-08-2021

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

Team	Leader
Thomas Hughes-Roberts	Y
Andrew Laws	

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	22
Practical	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Website Optimization Report	50	
Report	AS2	E-Commerce Business Proposal	50	

Aims

To extend students abilities beyond web development to website "management" by exploring the use of analytics to monitor user interactions with websites to both improve traffic to the site and increase the conversion of such visitors to customers. To investigate techniques such as search engine optimization, social media marketing and A/B testing etc. as primarily explored through e-commerce systems and how the same techniques are equally applicable to the majority of web offerings.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply advanced systems development, analysis and management techniques in the context of an e-Commerce application
- 2 Critically appraise user analytic data in order to make refinements to an ongoing e-Commerce system
- 3 Formulate a coherent business plan for prototypical e-Commerce development

Learning Outcomes of Assessments

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

Website Optimization Report	1	2
E-Commerce Business Proposal	3	

Outline Syllabus

Introduction to E-Commerce and the long tail of E-commerce
Search Engine Optimization and optimisation approaches
Website/E-Commerce Systems management with analytics
Goals, Funnels and Conversion
A/B Testing and experimentation
Content Management Systems
Social Media Marketing e.g use of web influencers
Ethical Issues
Electronic Payment Systems
Security Issues

Learning Activities

Lectures will concentrate on the necessary theory underpinning these topics, while practical hands-on sessions will develop the capabilities to understand and use website development tools appropriately.

Notes

This module provides the student with the concepts, methods, techniques and practical experience in developing and managing e-commerce websites by using analytical data.