

### Summary Information

Module Code	6212COMP
Formal Module Title	E-Commerce Systems
Owning School	Computer Science and Mathematics
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Computer Science and Mathematics

### Learning Methods

Learning Method Type	Hours
Lecture	22
Practical	22

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-CTY	CTY	January	12 Weeks

### Aims and Outcomes

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.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Apply advanced systems development, analysis and management techniques in the context of an e-Commerce application
MLO2	2	Critically appraise user analytic data in order to make refinements to an ongoing e-Commerce system
MLO3	3	Formulate a coherent business plan for prototypical e-Commerce development

### Module Content

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
Module Overview	This module aims to extend your abilities beyond web development to website "management" by exploring the use of analytics. This is to monitor user interactions with websites to both improve traffic to the site and increase the conversion of such visitors to customers. The module will provide you with the concepts, methods, techniques and practical experience in developing and managing e-commerce websites by using analytical data.
Additional Information	This module provides the student with the concepts, methods, techniques and practical experience in developing and managing e-commerce websites by using analytical data.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Website Optimization Report	50	0	MLO1, MLO2
Dissertation	E-Commerce Business Proposal	50	0	MLO3

### Module Contacts