Liverpool John Moores University

Title: E-BUSINESS
Status: Definitive
Code: **6500IS**   (107447)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	emplid	Leader
Alex Watt		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: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	The coursework requires the construction of a web site along with a companion report including a design justification for the site and a plan for maintenance/growth.	100.0	

Aims

To enable students to gain an in depth understanding of emerging trends and business models in electronic business.

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   Critically evaluate the diverse ways in which implementation of and e-business strategy can create and/or enhance organisational performance in both the public and private sectors.
4   Apply the principles of effective web design in the construction of a simple web site using an industry standard authoring package.

Learning Outcomes of Assessments

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

ESSAY   1   2   3   4

Outline Syllabus

Key areas covered include: growth of the Internet, types of e-business activity, business models for e-commerce, internet marketing, impact of e-business on traditional business functions, e-business strategy development and competitive advantages from e-business, and internet security.

Learning Activities

The course will comprise a series of practically oriented tutorials in which you will learn how to create a simple web site backed by lectures providing the underpinning knowledge of e-business. These two elements will be brought together as your assessment will require development of a web based e-business application.

References

Course Material	Book
Author	Turban E, Lee J, King D and McKay, J
Publishing Year	2008
Title	Electronic Commerce: A managerial Perspective
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Afuah, A and Tucci, C L

Publishing Year	2002
Title	Internet Business Models and Strategies
Subtitle	
Edition	
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Whiteley, D
Publishing Year	2000
Title	E-Commerce: Strategy, Technologies and Applications
Subtitle	
Edition	
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Neidorf, J and Neidorf, R
Publishing Year	2001
Title	E-merchant: retail strategies for e-commerce
Subtitle	
Edition	
Publisher	Addison Wesley
ISBN	

Course Material	Book
Author	Davidson, A
Publishing Year	2009
Title	The Law of Electronic Commerce
Subtitle	
Edition	
Publisher	Cambridge University Press
ISBN	

Notes

This final year module requires students to develop a minimum level of web design skills in order to be able to implement e-business models in the coursework. This module is relevant for any student planning to be involved in the design or administration of e-business systems in their future careers.