

## Liverpool John Moores University

Title: MANAGEMENT OF E-COMMERCE  
Status: Definitive  
Code: **6501TCOM** (103351)  
Version Start Date: 01-08-2011

Owning School/Faculty: Computing and Mathematical Sciences  
Teaching School/Faculty: TMC Singapore

Team	Leader
Henry Forsyth	Y

**Academic Level:** FHEQ6  
**Credit Value:** 12.00  
**Total Delivered Hours:** 38.00  
**Total Learning Hours:** 120  
**Private Study:** 82

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Practical	12.000
Tutorial	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	One group based coursework to develop an e-business system, document it and evaluate it.	60.0	
Exam	AS2	Examination	40.0	2.00

### Aims

*Building on the knowledge gained through e-commerce level 2 module, this module provides students with an in-depth understanding of e-business capabilities, enabling technology and its management.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss the critical business issues associated with e-business management, and concepts and technologies for e-business.
- 2 Apply systems design methodologies for e-business systems design and deployment in business environments.
- 3 Discuss concepts and technology for e-business life-cycle management.
- 4 Critical appraisal of business intelligence technology for customer relationship management and infrastructure performance analysis.

### Learning Outcomes of Assessments

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

E-business system	2	3	4	
Exam	1	2	3	4

### Outline Syllabus

*Concepts and technology including:*

*E-business models and technologies, including; Internet, web-sites, Extranet, Intranet, EDI, e-mail, groupware and e-business applications such as e-shops, supply chain integration, delivery and service.*

*E-business systems Management including:*

*General systems design methodologies for development, deployment and management of e-business solutions. Use of a range systems analysis techniques including: risk cost and value-benefit analysis of e-business solutions and their integration.*

*E-business solution life-cycle management*

*Apply business intelligence technology, market segmentation and customer relationship management to support e-commerce site and services performance management and evolution.*

### Learning Activities

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

### References

<b>Course Material</b>	Book
<b>Author</b>	Schneider, G

<b>Publishing Year</b>	2006
<b>Title</b>	Electronic Commerce
<b>Subtitle</b>	
<b>Edition</b>	7th
<b>Publisher</b>	Thomas Course Technology
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Turban, E, King, D, Lee, J, Viehland, D.
<b>Publishing Year</b>	2006
<b>Title</b>	Electronic Commerce - A Managerial Perspective
<b>Subtitle</b>	
<b>Edition</b>	4th
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

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### 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.