

## Liverpool John Moores University

Title: E-COMMERCE SYSTEMS  
Status: Definitive  
Code: **6522YCOM** (118252)  
Version Start Date: 01-08-2014

Owning School/Faculty: Computing and Mathematical Sciences  
Teaching School/Faculty: Kolej Teknologi YPC-ITWEB

Team	Leader
Andrew Laws	Y
Henry Forsyth	

**Academic Level:** FHEQ6      **Credit Value:** 24.00      **Total Delivered Hours:** 72.00  
**Total Learning Hours:** 240      **Private Study:** 168

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Practical	24.000
Tutorial	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Individual Practical Report 1 (SEO)	50.0	
Report	AS2	Individual E-Commerce Development Report	50.0	

### 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: casestudies, demonstrations and group discussions.

## **References**

<b>Course Material</b>	Book
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<b>Author</b>	Schneider, G.
<b>Publishing Year</b>	2010
<b>Title</b>	Electronic Commerce
<b>Subtitle</b>	
<b>Edition</b>	9th Edition
<b>Publisher</b>	Thomas Course Technology
<b>ISBN</b>	0538469250

<b>Course Material</b>	Book
<b>Author</b>	Turban, E., King, D., Lee, J., McKay, J. and Marshall, P.
<b>Publishing Year</b>	2009
<b>Title</b>	Electronic Commerce 2010
<b>Subtitle</b>	A Managerial Perspective
<b>Edition</b>	6th Edition
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	0137034652

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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.