

Liverpool John Moores University

Title: WEBSITE AND E-COMMERCE MANAGEMENT
Status: Definitive
Code: **6612YCOM** (123263)
Version Start Date: 01-08-2021
Owning School/Faculty: Computer Science and Mathematics
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Andrew Laws	Y

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 55
Total Learning Hours: 200
Private Study: 145

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	22
Practical	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	E-Commerce Website Development	100	

Aims

This module extends 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. While techniques such as search engine optimisation, social media marketing and A/B testing etc. are primarily explored through e-commerce systems, 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 Formulate a coherent business plan for E-commerce development.
- 2 Apply practical E-commerce/Website management techniques.
- 3 Critically reflect on real-world business global cases and learn from both success and failures.

Learning Outcomes of Assessments

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

E-Commerce Website Development	1	2	3
--------------------------------	---	---	---

Outline Syllabus

Introduction to E-Commerce and the long tail of E-commerce
Search Engine Optimization and optimisation tools
Website/E-Commerce Systems management with Analytics and webmaster tools
Goals, Funnels and Conversion
A/B Testing and experimentation
Content Management Systems
B2B Strategy
Marketing on the Web
Legal/Ethical Issues
Electronic Payment Systems
Security Issues
Support Services (e.g. Auctions)

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 multimedia development tools appropriately.

Notes

This module provides the student with the concepts, methods, techniques and experience to understand, design and develop rich digital multimedia applications.