Website and E-Commerce Management

Module Information

2022.01, Approved

Summary Information

Module Code	6612YCOM
Formal Module Title	Website and E-Commerce Management
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	22
Practical	33

Module Offering(s)

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

Aims and Outcomes

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.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Formulate a coherent business plan for E-commerce development.
MLO2	2	Apply practical E-commerce/Website management techniques.
MLO3	3	Critically reflect on real-world business global cases and learn from both success and failures.

Module Content

Outline Syllabus	Introduction to E-Commerce and the long tail of E-commerceSearch Engine Optimization and optimisation toolsWebsite/E-Commerce Systems management with Analytics and webmaster toolsGoals, Funnels and ConversionA/B Testing and experimentationContent Management SystemsB2B StrategyMarketing on the WebLegal/Ethical IssuesElectronic Payment SystemsSecurity IssuesSupport Services (e.g. Auctions)
Module Overview	
Additional Information	This module provides the student with the concepts, methods, techniques and experience to understand, design and develop rich digital multimedia applications.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Technology	E-Commerce Website Development	100	0	MLO1, MLO2, MLO3

Module Contacts