

Website and E-Commerce Management

Module Information

2022.01, Approved

Summary Information

Module Code	6751YCOM
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	22

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 and expanding students' knowledge and understanding of website design to facilitate the optimisation of websites and subsequently e-commerce sites to raise their visibility in search engines results thereby significantly increasing traffic to those sites.
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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 Website and E-Commerce Management Beginning of SEO Process E-commerce setup Internal SEO Ranking Factors External Ranking Factors & Google Analytics Google Analytics - Key Metrics Search Console & Webmaster Tools Conversion Rate Optimization Recommender Systems Content Management System Joomla SEO Business Planning Revenue Models Content Management System – WordPress Online Marketing Strategies Online Marketing with Social Media Networks Legal and Ethical Issues in E-Commerce Payment Systems for E-Commerce E-Auctions and Procurement The Future of E-Commerce
Module Overview	
Additional Information	This module provides the student with the concepts, methods, techniques and experience to plan, develop and manage an e-commerce website.

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Glyn Hughes	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings