

Liverpool John Moores University

Title: MANAGEMENT OF E-BUSINESS
Status: Definitive
Code: **7036COMP** (103295)
Version Start Date: 01-08-2013

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

Team	Leader
Mark Taylor	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 36.00
Total Learning Hours: 150
Private Study: 114

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	24.000
Practical	6.000
Tutorial	6.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Group Coursework Element – Development of a prototype e-business system	50.0	
Essay	AS2	Individual Element – Research paper on an appropriate e-business topic	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 Appraise and evaluate how the landscape of online commerce is changing and evolving.
- 2 Assess the emerging social and technical issues associated with e-commerce.
- 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 Apply research approaches to e-business systems development.

Learning Outcomes of Assessments

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

Prototype e-business system	3	4	
E-business research paper	1	2	5

Outline Syllabus

Introduction to E-Commerce
B2B E-Commerce
B2C E-Commerce
Marketing on the Web (Hardware)
Marketing on the Web (Software)
Ethical Issues & E-Commerce
Electronic Payment Systems
Security Issues & E-Commerce
EC Support Services (e.g. Auctions)

Learning Activities

Lectures will cover the issues mentioned in the aims and objectives above. In addition to the lectures, learning activities will be facilitated through various assignments (both individual and group), class discussion and case studies.

References

Course Material	Book
Author	Schneider, G

Publishing Year	2007
Title	Electronic Commerce
Subtitle	
Edition	7th
Publisher	Thomas Course Technology
ISBN	

Course Material	Book
Author	Turban, E, King D, Lee J and Viehland, D.
Publishing Year	2008
Title	Electronic Commerce - A Management Perspective
Subtitle	
Edition	4th
Publisher	Prentice Hall
ISBN	

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.

Group Coursework: Students will be differentiated through peer review for marking purposes.