**Liverpool** John Moores University


Title:                MANAGEMENT OF E-BUSINESS
Status:              Definitive
Code:                **7070COMP**   (120328)
Version Start Date:  01-08-2014

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

| Team | emplid | Leader |
|------|--------|--------|
| Mark Taylor | | Y |

| Academic Level: | FHEQ7 | Credit Value: | 20.00 | Total Delivered Hours: | 36.00 |
|---|---|---|---|---|---|
| Total Learning Hours: | 200 | Private Study: | 164 | | |

**Delivery Options**
Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 12.000 |
| Tutorial | 24.000 |

**Grading Basis:** 40 %

**Assessment Details**

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|-------------|---------------|---------------|
| Report | AS1 | Group Coursework – Development of a prototype e-business system. | 50.0 | |
| Report | AS2 | Research paper on an appropriate e-business topic. | 50.0 | |

**Aims**

*This module develops analytical and research skills in the area of the management of e-commerce, including the technological, business and legal aspects of such. Overall lectures in this module will provide the students with in-depth analyses of various concepts concerned with co-ordinating technological and business strategies in the process of electronically buying and selling goods, services and information*

*that impacts individuals and businesses.*

## 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  Demonstrate the ability to integrate the business and technology strategies used in electronic commerce.
4  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 | | |
| E-business research paper | 1 | 2 | 4 |

## Outline Syllabus

*Introduction to E-Commerce*
*B2B E-Commerce*
*B2C E-Commerce*
*Marketing on the Web*
*E-Commerce website design approaches*
*Legal and Ethical Issues & E-Commerce*
*Electronic Payment Systems*
*Security Issues & E-Commerce*
*E-Commerce systems maintenance*
*E-Commerce 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 | Turban, E. and King, D. |
| Publishing Year | 2011 |
| Title | Electronic Commerce 2012 |
| Subtitle | |

| Edition | 7th Edition |
|---|---|
| **Publisher** | Prentice Hall |
| **ISBN** | 9780273761341 |

| Course Material | Book |
|---|---|
| **Author** | Chaffey, D. |
| **Publishing Year** | 2011 |
| **Title** | E-Business and E-Commerce Management |
| **Subtitle** | |
| **Edition** | 5th Edition |
| **Publisher** | Prentice Hall |
| **ISBN** | 9780273752011 |

**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.