Liverpool John Moores University

Title:	MANAGEMENT OF E-BUSINESS
Status:	Definitive
Code:	**7120COMP** (121343)
Version Start Date:	01-08-2021

Owning School/Faculty:	Computer Science and Mathematics
Teaching School/Faculty:	Computer Science and Mathematics

Team	Leader
Mark Taylor	Y
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Academic Level:	FHEQ7	**Credit Value:**	20	**Total Delivered Hours:**	33
Total Learning Hours:	200	**Private Study:**	167		

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Tutorial	22

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	E-Business Prototype	50	
Report	AS2	Research Paper	50	

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:

E-Business Prototype   3

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.

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.