Management of E-Business

Module Information

2022.01, Approved

Summary Information

Module Code	7505COMP
Formal Module Title	Management of E-Business
Owning School	Computer Science and Mathematics
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Unicaf

Learning Methods

Learning Method Type	Hours
Online	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 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.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Appraise and evaluate how the landscape of online commerce is changing and evolving.
MLO2	2	Assess the emerging social and technical issues associated with e-commerce.
MLO3	3	Demonstrate the ability to integrate the business and technology strategies used in electronic commerce.
MLO4	4	Apply research approaches to e-business systems development.

Module Content

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)
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	E-Business Prototype	50	0	MLO3
Report	Research Paper	50	0	MLO1, MLO2, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings

| Mark Taylor | Yes | N/A |

Partner Module Team

Contact Name	Applies to all offerings	Offerings