

Summary Information

Module Code	7505YPCM
Formal Module Title	E-Commerce
Owning School	Civil Engineering and Built Environment
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
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	11
Practical	11
Tutorial	11

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	This module extends students abilities beyond web development to website "management" by exploring the use of analytics to monitor user interactions with websites to both improve traffic to the site and increase the conversion of such visitors to customers. While techniques such as search engine optimisation, social media marketing and A/B testing etc. are primarily explored through e-commerce systems, the same techniques are equally applicable to the majority of web offerings.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate and formulate a coherent business plan for e-commerce development.
MLO2	2	Critically appraise and apply practical e-commerce / website management techniques.
MLO3	3	Critically reflect on real-world business global cases and learn from both successes and failures.

Module Content

Outline Syllabus	Introduction To E-Commerce and The Long Tail Of E-Commerce.Search Engine Optimization and Optimization Tools.Website / E-Commerce Systems Management With Analytics and Webmaster Tools.Goals, Funnels and Conversion.A/B Testing and Experimentation.Content Management Systems.B2B Strategy.Marketing On The Web.Legal / Ethical Issues.Electronic Payment Systems.Security Issues.Support Services (e.g.: Auctions).
Module Overview	
Additional Information	This module provides the student with the concepts, methods, techniques and experience to understand, design and develop rich digital multimedia applications.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	REPORT 4,500 words	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Karl Jones	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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