**Liverpool John Moores University**

**Title:** E-COMMERCE  
**Status:** Definitive  
**Code:** 5011SERBM  (117942)  
**Version Start Date:** 01-08-2011

**Owning School/Faculty:** Liverpool Business School  
**Teaching School/Faculty:** South Eastern Regional College

<table>
<thead>
<tr>
<th>Team</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill Davies</td>
<td>Y</td>
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</table>

**Academic Level:** FHEQ5  
**Credit Value:** 24.00  
**Total Delivered Hours:** 90.00

**Total Learning Hours:** 240  
**Private Study:** 150

**Delivery Options**  
Course typically offered: Standard Year Long

<table>
<thead>
<tr>
<th>Component</th>
<th>Contact Hours</th>
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<tbody>
<tr>
<td>Lecture</td>
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<tr>
<td>Practical</td>
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<tr>
<td>Workshop</td>
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**Grading Basis:** 40 %

**Assessment Details**

<table>
<thead>
<tr>
<th>Category</th>
<th>Short Description</th>
<th>Description</th>
<th>Weighting (%)</th>
<th>Exam Duration</th>
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<tr>
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<td>Business report style, 2,000 words.</td>
<td>50.0</td>
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**Aims**

*To introduce the students to practical and conceptual issues surrounding e-commerce.*  
*To introduce the students to the issues involved for organisations when they are considering adopting an e-commerce strategy and the impact on their existing business.*
Learning Outcomes

After completing the module the student should be able to:

LO 1 Analyse, evaluate, describe and explain the advantages of the different types of e-commerce available to organisations.
LO 2 Examine e-commerce issues such as on-line payment systems, security & ethical codes and internet technologies.
LO 3 Identify strategies for incorporating e-commerce technologies within existing organisations.
LO 4 Assess and apply the techniques for search engine optimisation.

Learning Outcomes of Assessments

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

<table>
<thead>
<tr>
<th>Report</th>
<th>LO 1</th>
<th>LO 2</th>
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<tbody>
<tr>
<td>Report</td>
<td>LO 3</td>
<td>LO 4</td>
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</table>

Outline Syllabus

Module Overview & Introduction to E-commerce.
An introduction and overview of the Internet, Extranets, Intranets, WEB sites and E-commerce sites.

The difference between the "types" of e-commerce available to organisations and the importance of identifying the correct type for the organisation. Discuss the techniques for search engine optimisation.

Learning Activities

Learning activities will be through lectures and workshops where students will be encouraged to ask questions of issues raised. Business case studies will be used to create opportunities for the students to apply the theories gained in lectures and workshops.

References

<table>
<thead>
<tr>
<th>Course Material</th>
<th>Book</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Rayport, J F and Jaworski, B J</td>
</tr>
<tr>
<td>Publishing Year</td>
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Notes

To introduce the students to practical and conceptual issues surrounding e-commerce.
To introduce the students to the issues involved for organisations when they are considering adopting an e-commerce strategy and the impact on their existing business.
An E-commerce is a commerce or business where all transactions are done online. It keeps the same concept of conducting and creating a business by selling or offering services, commercial goods, information, and more without having to establish a... Even though e-commerce is mainly addressed to the trading of goods or services, the concept has expanded to include a wide range of economic activities. The online business can be established as business-to-business b2b, business to consumer b2c or consumer to consumer c2c. In most e-commerce a back office system is developed for the business allowing the online store to manage and organize online offers, pricing, add or remove product references, handle clients orders, customer service etc. E-commerce means using the Internet and the web for business transactions and/or commercial transactions, which typically involve the exchange of value (e.g., money) across organizational or individual boundaries in return for products and services. ADVERTISEMENTS: Here we focus on digitally enabled commercial transactions among organizations and individuals. Electronic commerce, known as E-Commerce, occurs daily when sellers and buyers use the internet to conduct business transactions. Technology makes it possible for anyone to buy or sell practically anything online. Learn about:- 1. Introduction to E-Commerce 2. History of E-Commerce 3. Meaning 4. Objectives 5. Features 6. Types 7. Need 8. Business Applications. ADVERTISEMENTS: 9. Channels 10. E-commerce the process of buying and selling of goods or services via the internet - is essential for modern businesses. This course will give you an introduction to e-commerce and discuss the environmental challenges and strategic challenges that organizations face. These include demand risk, innovation risk, and inefficiency risk. You will also study how the Internet, especially the Web, can be a useful device for reducing these risks. Next, you will study important topics areas encompassing electronic commerce technology which include Transmission Control Protocol/Internet Protocol (TCP/IP), circuit and packet switching, routing, addressability, and IP addresses.