

## 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

Team	Leader
Bill Davies	Y

**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

Component	Contact Hours
Lecture	26.000
Practical	12.000
Workshop	52.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Business report style, 2,000 words.	50.0	
Report	Report	Business report style, 2,000 words.	50.0	

### 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:

Report	LO 1	LO 2
Report	LO 3	LO 4

## Outline Syllabus

*Module Overview & Introduction to E-commerce.*

*An introduction and overview of the Internet, Extranets, Intranets, WEB sites and E-commerce sites.*

*Infrastructure for E-commerce – Changing Business Processes & using Web Technologies.*

*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

<b>Course Material</b>	Book
<b>Author</b>	Rayport, J F and Jaworski, B J
<b>Publishing Year</b>	2003

<b>Title</b>	Introduction to E-Commerce
<b>Subtitle</b>	
<b>Edition</b>	2nd edition
<b>Publisher</b>	McGraw-Hill
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Turban, E and others
<b>Publishing Year</b>	2002
<b>Title</b>	Electronic Commerce
<b>Subtitle</b>	A Managerial Perspective
<b>Edition</b>	
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Nielsen, J
<b>Publishing Year</b>	2000
<b>Title</b>	Designing Web Usability
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	New Riders
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kosiur, D
<b>Publishing Year</b>	1997
<b>Title</b>	Understanding Electronic Commerce
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Microsoft Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Chan, H, Lee, R, Dillon, T and Change, E
<b>Publishing Year</b>	2001
<b>Title</b>	E-Commerce
<b>Subtitle</b>	Fundamentals and Applications
<b>Edition</b>	
<b>Publisher</b>	Wiley
<b>ISBN</b>	

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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.

E-commerce refers to commercial transactions of goods. Cost of Goods Sold (COGS) measures the direct cost incurred in the production of any goods or services. It includes material cost, direct or services conducted over the internet. Over the past several years, e-commerce has rapidly evolved to become a combination of online and offline retail that is vertically integrated. Vertical Integration: A vertical integration is when a firm extends its operations within its supply chain. It means that a vertically integrated company will bring in previously. You can find numerous 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... E-commerce has become one of the most popular methods of making money online and an attractive opportunity for investors. For those interested in buying an e-commerce business, this article serves to provide an introduction to e-commerce, covering the reasons for its popularity, the main distribution models and a comparison of the major e-commerce platforms available. If you are interested in valuing or selling an e-commerce business, please take a look at our How to Value and Sell and E-Commerce Business article. What is E-Commerce? ~E-commerce™ and ~online shopping™ are often used interchangeably. INTRODUCTION TO E-COMMERCE - E-Commerce Concepts. « Previous Topics. E-commerce Concepts Tutorial. Next Topics ».

Driving Forces Of E-commerce. Benefits And Limitations Of E-commerce. E-Commerce has two major aspects: economical and technological. The stress of this course will show you how to get started in the complex and exciting world of Electronic Commerce. New standards and new facilities are constantly emerging and their proper understanding is essential for the success of an operation and especially for those who are assigned a duty to select, establish, and maintain the necessary infrastructure. Brief History Of E-Commerce. The history of E-commerce is a history of how Information Technology has transformed business processes.