

Electronic Commerce (In Company)

Module Code:	OIM5010-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Operations and Information Management
FHEQ Level:	FHEQ Level 5
Module Leader:	Dr Craig Johnson

Additional Tutors:
Dr Sankar Sivarajah

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	15
Tutorials	15
Directed Study	170

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

To develop an understanding of the management implications of electronic commerce needed for making informed operational and strategic decisions about electronic commerce and its business exploitation

Outline Syllabus

Introduction to e-business and e-commerce.
Marketplace analysis for e-commerce.
E-business infrastructure.

E-environment.
E-business strategy.
Supply chain management.
E-procurement.
E-marketing.
Customer relationship management.
Change management.
Analysis and design.
Implementation and maintenance

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 LO 1,1 apply and evaluate fundamentals of Internet technology and its use and applications for business;
LO 1.2 assess the potential for future applications and the major implications for business practices
- 2 LO 2.1 analyse the main applications, impact and business areas in which electronic commerce is currently being used
- 3 LO 3.1 use a multi-disciplinary approach to apply E-Commerce principles in a business/public/voluntary sector organisation.

Learning, Teaching and Assessment Strategy

Formal taught sessions will be supported by on-line resources and specific support from the sponsoring organisation as appropriate. Lectures and tutorials will provide the knowledge and understanding and be delivered face to face and through a variety of work based tasks exploring a range of e-commerce applications on the web.. Oral feedback is given to informal group presentations in tutorials based on these topics.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Closed Book examination	1.5 hours	50%	Yes
Summative	Coursework	Portfolio including reflection on your experience and learning	-2000 words	50%	No

Legacy Code (if applicable)

Reading List

To view Reading List, please go to [rebus:list](#).