

Electronic Commerce

Module Code:	OIM6004-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Operations and Information Management
FHEQ Level:	FHEQ Level 6
Module Leader:	Dr Craig Johnson

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	6
Directed Study	80
Examinations DO NOT USE	2

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 1 (Sep - Jan)
MSA	Management Development Institute of Singapore (MDIS) / Full Year
MSA	Management Development Institute of Singapore (MDIS) / Semester 1
MSA	Management Development Institute of Singapore (MDIS) / Semester 2
HKA	Resource Development International (RDI), Hong Kong / Full Year (Sept -
IGA	The Institute of Integrated Learning in Management (IILM) (Gurgaon) /
IMA	The Institute of Integrated Learning in Management (IILM) / Semester 1
BDA	University of Bradford / Semester 1 (Sep - Jan)

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

Learning, Teaching and Assessment Strategy

Lectures and tutorials. In the directed study, students will be encouraged to explore a range of electronic commerce applications on the World Wide 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'
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Summative	Examination - closed book	2 hour closed book examination	2 hours	100%	Yes
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Legacy Code (if applicable)

MAN0607M

Reading List

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