

Module Details	
Module Title:	Electronic Commerce (In Company)
Module Code:	OIM5010-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Operations and Information Management
FHEQ Level:	FHEQ Level 5
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	15
Tutorials	15
Directed Study	170

Availability	
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

Learning Outcomes

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
Summative	Examination - closed book	Closed Book examination	1.5 hours	50%
Summative	Coursework	Portfolio including reflection on your experience and learning	-2000 words	50%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of

teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.