COURSE OUTLINE

1. General specifications

Module Title: eBusiness	
Level: IDB	**Credits** 15

Overview of the module:

In an increasingly competitive business environment, the adoption of eBusiness technologies is critical to business survival. In this module students examine how organisations can use all aspects of eBusiness to create new products and services, reduce the cost of existing business processes and improve the efficiency and effectiveness of their operations. The module then explores the typical revenues models that can be adopted, the key role of eMarketing, the development of business-to-business strategies and the increasing importance of online auctions and virtual communities. It investigates the various security threats that can be posed to eCommerce systems and the appropriate countermeasures that can be adopted. The module also considers various electronic payment systems, and concludes by reviewing the main components of a business plan for implementing eCommerce successfully.

2. Module Delivery

Contents

CLASS SUBJECT
1 Introduction to eCommerce; Scope of eCommerce, business models, drivers and identification of opportunities.
2 eCommerce Revenue Models; Range of eCommerce revenue models, both established and emerging – Research and provide examples of different types.
3 eMarketing Strategies; Develop effective web-based marketing strategies and exploit CRM – Research a local eMarketing campaign and identify strengths and weaknesses.
4 Advertising and Brand Management; Main options for web-based advertising and importance of effective brand management – Research successful use of search engine positioning and provide examples.

5 eCommerce Business to Business Strategies; Use of eCommerce to enhance purchasing and logistics activities, and the role of EDI – Research developments in EDI on the Internet.
6 Supply Chain Management; Main elements of supply chain management and the potential efficiencies – Identify key supply chain issues for a large local retailer.
7 Online Auctions; Different types of online auctions and applicability in B2B environment – Identify local B2B auction and evaluate strengths and weaknesses.
8 Online Marketplaces, Communities and Portals; Overview of different approaches to developing online communities and associated revenue models – Research a local web portal and establish the services offered.
9 Security Threats and Countermeasures for End Users; Overview of main security threats to PC users and the approaches to countering these – Research the major security threats posed to by worms and Trojan horses.
10 Security Threats and Countermeasures for Enterprises; Overview of the main security threats posed to eCommerce servers and the approaches to countering these –Identify three possible threats to an eCommerce server.
11 Payment Systems for eCommerce; Main options for providing payment systems for eCommerce systems – Research payment systems used on three eCommerce systems.
12 Planning for eCommerce; Planning eCommerce implementation, managing the implementation and measuring its effectiveness.

Indicative reading

Essential Textbook: Schneider, G., (2007) Electronic Commerce, 7th Ed., Cengage Learning
ISBN-10: 1418837032
ISBN-13: 978-1418837037
(ebook available on campus)

3. Module Assessment

Module Learning Outcomes

On completion of this module the student should be able to:

Knowledge and understanding

1. Describe and explain the meaning and scope of Understanding eCommerce, the business challenges of introducing eCommerce within an organisation, the main business and marketplace models, revenue models for electronic trading and new online communities.

2. Explain the key decisions to be made when developing an eBusiness strategy and apply these decisions to the development and implementation of a successful strategy.

3. Describe and explain the importance of eMarketing, the development and deployment of an eMarketing plan, and the use of customer relationship management (CRM) to help acquire and retain customers.

4. Describe the various online auction models that can be adopted and how these can be applied in B2B and B2Cenvironments.

<u>Intellectual Skills</u>

1. Gain an awareness of the main security threats posed to eBusiness systems together with the appropriate countermeasures, and how to apply these at the end user and corporate level.

2. Evaluate the main components of supply chain management and the role of technology in the support of supply chain management.

3. Analyse the actions to be undertaken to identify, plan and implement an eCommerce initiative, including the payment options; select the most appropriate approach to hosting the eCommerce site and to measuring the effectiveness of the application.

4. Evaluate the scope for enhancing business processes through the application of web based technologies and how to apply this in a business-to-business environment.

Assessment Methods:

Number, Type and Weighting of Element

Assignment 100%

*Admission to the final assessment is subject to completion of all coursework assigned by Esei tutor for each module.