STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Information			
Module Title	eBusiness		
Module Code	UFCF6X-30-2	Level	Level 5
For implementation from	2019-20		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Environment & Technology	Field	Computer Science and Creative Technologies
Department	FET Dept of Computer Sci & Creative Tech		
Module type:	Standard		
Pre-requisites	Web Programming 2019-20		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
Overview: EBusiness systems are key to the functioning of modern organisations, in customer facing, supplier-facing and internal processes. Pre-requisites: Students must take one of Information Technology UFCFR3-30-1 or Web Programming UFCFB3-30-1. **Educational Aims:** In addition to the Learning Outcomes, the educational experience may explore, develop, and practise but not formally discretely assess the following: Demonstrate key transferable skills in IT in context Demonstrate key transferable skills in problem formulation and decision making **Outline Syllabus:** The module covers both theoretical and practical aspects of eBusiness within organisations: Fundamentals – definitions of the meaning and scope of eBusiness and eCommerce. Introduction to business use of the Internet, including the benefits and barriers to adoption and how widely it is used. Introduction to new business models and marketplace structures enabled by electronic communications. Strategy – approaches to developing eBusiness strategy, including the differences from

traditional strategic approaches, the relationships with IS strategy, and the relationships with overall commercial management.

Supply chain management – a supply chain perspective on strategy, and how technology can be applied to increase supply chain and value chain efficiency and effectiveness.

Procurement – the benefits and practical issues of adopting eProcurement.

Marketing – a sell-side eCommerce perspective to eBusiness, reviewing differences in marketing required through digital media structured around developing an eMarketing plan.

Customer relationship management – marketing techniques that apply eCommerce for acquiring and retaining customers.

Change management – managing the organisational, human and technology changes required in the move to eBusiness.

Social, cultural, ethical, political, and legal issues surrounding eBusiness.

Internet technology infrastructure for eBusiness – fundamental concepts of client, server, databases and Cloud Computing.

Software Tools and Techniques for eBusiness – Software architecture, languages and database management systems.

Designing and Building business Systems – requirement analysis, tool selection and use, testing, documentation standards.

Implementing and Supporting business Systems – assessing and minimising implementation risks and the impact on the business. Ongoing management, monitoring and evaluation of the effectiveness of business systems once they have been implemented.

Teaching and Learning Methods: A combination of lectures, tutorials, workshops and student-centred learning is employed in this module. Weekly lectures which will be used to introduce key material and provide background material for laboratory based practical sessions. Materials will be provided through a range of media, including Blackboard and the Internet.

In the business-focused part of the module the practicals will concentrate on applying eBusiness concepts to a study of real-life organisations through online research.

In the technically-focused part of the module students will build on their basic knowledge of programming and scripting tools from modules studied previously such as Information Technology, extending this toolkit and carrying out a series of exercises in which they design and build a small on-line ecommerce application.

Students will be expected to work independently and use their private study time to build on the exercises and to deepen their understanding of issues related to eBusiness and emerging Internet technologies.

Scheduled learning includes lectures, seminars, practical classes and workshops. Independent learning includes hours engaged with essential reading, independent study and practice, assignment preparation and completion.

Contact Hours:

Activity:
Contact time: 72 hours
Assimilation and development of knowledge: 148 hours
Exam preparation: 32 hours
Coursework preparation: 48 hours
Total study time: 300 hours

Contact time with staff will be in the form of scheduled lectures and computer lab sessions, and individual support during coursework preparation.

Part 3: Assessment

The assessment strategy will consist of one coursework assessment and one examination. The coursework assessment will be based on work covered in lectures and tutorials, with guidance offered to the students during tutorials. The examination will be based on the business lectures and tutorials (teaching block 1) and the Chaffrey text.

Summative assessment:

Component A: Examination, 2 hours, essay questions. To be taken in the January exam period.

Component B: Coursework based on teaching blocks 1 and 2. Creating a prototype ecommerce web-based application, and writing a report of 2000 to 2500 words analysing relevant business context.

Formative assessment:

In teaching block 1, tutorials are used to explore and discuss the lecture material and case studies, and feedback will be given.

In teaching block 2, practicals involve working on a series of programming tasks with tutor feedback.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B	✓	60 %	Coursework
Examination - Component A		40 %	Examination (2 hours)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B	✓	60 %	Coursework
Examination - Component A		40 %	Examination (2 hours)

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:

Module Learning Outcomes	Reference
Identify and explain the contribution of developments in Internet technologies to business and consumer activities	MO1
Evaluate and analyse the significance of eBusiness and its strategic importance to business opportunities and performance	MO2
Demonstrate a detailed knowledge and understanding of the impact of social, cultural, ethical, political, and legal issues surrounding business	MO3
Show a detailed knowledge and understanding of the process of development, design and implementation of eBusiness systems	MO4
Analyse and specify the requirements for an integrated business application	MO5
Select and use appropriate software tools for the purposes of designing, developing and implementing a business application	MO6

	Document the process of developing a business application to a professional standard	MO7
	Analyse and evaluate eBusiness systems, technologies and tools in the context of business and technology related criteria	MO8

Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	228
	Total Independent Study Hours:	228
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	72
	Total Scheduled Learning and Teaching Hours:	72
	Hours to be allocated	300
	Allocated Hours	300
Reading List	*The reading list for this module can be accessed via the following link:*	
	https://uwe.rl.talis.com/modules/ufcf6x-30-2.html	

Part 5: Contributes Towards
This module contributes towards the following programmes of study:
Information Technology Management for Business [Sep][SW][Frenchay][4yrs] BSc (Hons) 2018-19
Information Technology Management for Business [Sep][FT][Frenchay][3yrs] BSc (Hons) 2018-19