



Module Specification

eBusiness

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Part 1: Information

Module title: eBusiness

Module code: UFCF6X-30-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Computing and Creative Technologies

Partner institutions: None

Field: Computer Science and Creative Technologies

Module type: Module

Pre-requisites: Web Programming 2023-24

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body 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.

Features: Not applicable

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.

Part 3: Teaching and learning methods

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.

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

MO1 Identify and explain the contribution of developments in Internet technologies to business and consumer activities

MO2 Evaluate and analyse the significance of eBusiness and its strategic importance to business opportunities and performance

MO3 Demonstrate a detailed knowledge and understanding of the impact of social, cultural, ethical, political, and legal issues surrounding business

MO4 Show a detailed knowledge and understanding of the process of development, design and implementation of eBusiness systems

MO5 Analyse and specify the requirements for an integrated business application

MO6 Select and use appropriate software tools for the purposes of designing, developing and implementing a business application

MO7 Document the process of developing a business application to a professional standard

MO8 Analyse and evaluate eBusiness systems, technologies and tools in the context of business and technology related criteria

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ufcf6x-30-2.html) via the following link <https://uwe.rl.talis.com/modules/ufcf6x-30-2.html>

Part 4: Assessment

Assessment strategy: The assessment strategy will consist of one coursework assessment only. The coursework assessment will be based on work covered in lectures and tutorials, with guidance offered to the students during tutorials.

Summative assessment:

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.

Assessment tasks:**Written Assignment (First Sit)**

Description: Coursework (2000-2500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Written Assignment (Resit)

Description: Coursework (2000-2500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Information Technology Management for Business [Frenchay] BSc (Hons) 2022-23