



## **Module Specification**

### **E-Commerce**

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## Part 1: Information

**Module title:** E-Commerce

**Module code:** UMKDWJ-15-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Field:** Marketing

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** Yes

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** This module aims to provide an in-depth understanding of e-commerce and the wider e-business environment. Throughout this module, students will be exposed to different facets of e-commerce tactics and strategies, namely how brands acquire customer acquisition and retention, understanding the process of conducting an effective digital marketing campaign and conducting optimisations and analytics. Concepts and techniques around e-commerce will be explored and strategies, models and CRM systems will be outlined accordingly.

**Features:** Not applicable

**Educational aims:** The module equips students with the knowledge and skills to build upon interactive e-commerce initiatives, and to understand a range of frameworks associated with how business practice utilises information processing and dissemination of real commerce in the 21st century will thus be outlined. With a world utilising e-commerce strategies to provide decision making capabilities, students will delve into the fundamentals of how e-commerce operates and to run an e-commerce website through generating traffic to their own website.

**Outline syllabus:** Some of the topics that will be covered are as follows:

- 1.E-Commerce So What? - Defining e-commerce and best practices within the industry
- 2.E-Commerce Marketing, Frameworks and Advertising
- 3.Internet within the 21st century and the wider impact on consumption
- 4.Marketing security and website analytics
- 5.Web payment systems and digital practices
- 6.Social, ethical and legal issues of e-Commerce

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Students will learn through a mix of lectures and workshops which will provide time for group work, case study analysis, online exercises and simulation activities to commence. Students will be expected to read independently to broaden and strengthen their learning in line with the essential and recommended reading lists.

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

**MO1** To demonstrate a comprehensive understanding of the key drivers and components for ecommerce technologies and to relate these tools/applications to business practice.

**MO2** Demonstrate an understanding of the issues of trust and privacy implications regarding e-commerce technologies and to apply to e-commerce applications within the wider context of business frameworks.

**MO3** To understand the main technologies adopted within e-commerce systems and how these technologies coexist

**MO4** Demonstrate the ability to draw complex ideas and arguments whilst justifying and offering potential solutions

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://readinglists.uwe.ac.uk) via the following link

<https://rl.talis.com/3/uwe/lists/D9A3DD46-696A-D64D-017A-1CBB82948800.html?lang=en&login=1>

## **Part 4: Assessment**

**Assessment strategy:** Individual Business Report (3,000 words) and Website Creation

Students will be asked to design their own website and to reflect upon some of the key issues within a report pertaining to a sector of choice. This will demonstrate their ability to understand and use e-commerce technologies and use these tools to improve business practice.

Workshop activities will be aligned with the assignment brief, modelling the various assignment tasks so that students work progressively on the assignment throughout the semester. This is intended to spread the assessment load throughout the

semester and to encourage students to share their work and gain feedback from tutors and peers.

**Assessment tasks:**

**Report (First Sit)**

Description: An individual business report (3000 words)

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Report (Resit)**

Description: An individual business report (3000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24