

Module Title:	e-Commerce
Academic year:	2009 – 2010
Credit Value:	5 – Mandatory
Pre- requisites:	IS Tools for Strategic Marketing
Assessment:	
Aims	Provide the students with sufficient knowledge about e-business environments to allow them appraise the various e-business models for a particular organisation; make a recommendation; and prepare an e-Business strategy for that organisation.
Module Content	<ul style="list-style-type: none"> • An Introduction to e-Business Models • Defining and measuring Metrics • The e-Business Customer Interface • e-Business Implementation • Management and e-Business
Intended Learning Outcomes:	<p>On successful completion of the module the student will be expected to be able to:</p> <ol style="list-style-type: none"> 1. Identify and explain fundamental models of e-Business; 2. Appraise existing applications of e-Business; 3. Evaluate opportunities and challenges of e-Business for enterprises; 4. Analyse the major environmental forces that can affect e-business planning and practice; 5. Research for and prepare an e-Business plan.