

## Module specification

1. Factual information			
<b>Module title</b>	<b>TM391: E-Commerce</b>	<b>Level</b>	<b>3</b>
<b>Module tutor</b>		<b>Credit value</b>	<b>10</b>
<b>Module type</b>	Taught	<b>Notional learning hours</b>	<b>3</b>
2. Rationale for the module and its links with other modules			
Technologies of the Internet are essential for conducting businesses in this information age and this module is meant to provide the foundations for e-Commerce Technologies, help in selecting appropriate technology infrastructure and security measures.			
3. Aims of the module			
<p>The module aims to provide an understanding of e-business and its associated technologies. The basics of online commerce will be introduced along with the elements that are particular to an electronic marketplace.</p> <p>The module aims to provide students with:</p> <ol style="list-style-type: none"> <li>1. An understanding and the nature of e-Commerce, recognize the business impact and potential of e-Commerce.</li> <li>2. Basic understanding of internet technologies and network infrastructure.</li> <li>3. Major business and revenue models and how to do marketing online, communicating with different market segments.</li> <li>4. Strategies that business uses to improve purchasing, logistics and other support activities, including how Electronic Data Interchange (EDI) works.</li> <li>5. Understanding key characteristics of different major auction types, strategies for web auction sites and auction-related businesses.</li> <li>6. Web server basics, software for web servers and web server hardware.</li> <li>7. Finding and evaluating web hosting services, basic and advance functions of e-commerce software.</li> <li>8. Online security issues, security for communication channels between computers, networks and major servers offering web and e-commerce services.</li> <li>9. The basic function of online payment systems, the use of payment cards in electronic commerce. History and function of electronic cash, including electronic wallets and other internet payment technologies and the banking industry.</li> </ol>			
4. Pre-requisite modules or specified entry requirements			
B207B & M251			

<b>5. Intended learning outcomes</b>	
<b>A. Knowledge and understanding</b>	<b>Learning and teaching strategy</b>
<p>On completion of the module students will be able to:</p> <p><b>A1.</b> Discuss the relationships between e-business and technological developments on the Internet, familiarity with e-business models, B2B, B2C, C2C, comprehend Supply-Chain and Value-Chain concepts.</p> <p><b>A2.</b> Describe a set of e-business models, relationships and strategic issues that arise from the deployment of e-business systems</p> <p><b>A3.</b> Describe various revenue models and how to market on the web, and what e-marketers are doing in the real world.</p> <p><b>A4.</b> Describe the function of protocols and standards used in data exchange</p> <p><b>A5.</b> Describe various auction models; perform virtual communications and interacting with web portals.</p> <p><b>A6.</b> Describe the use of HTML, XML, syntax, properties and processing of XML documents, DTDs and schemas</p> <p><b>A7.</b> Describe the architecture, operation, standards, protocols, and technologies used in the construction, discovery, and use of web services.</p> <p><b>A8.</b> Describe the key dimension of e-commerce security.</p> <p><b>A9.</b> Describe the features of e-commerce payment systems in use.</p>	<ul style="list-style-type: none"> <li>• 25% face-to-face tutorial sessions</li> <li>• TMA work</li> <li>• Module learning booklets and support material</li> </ul>
<b>B. Cognitive skills</b>	<b>Learning and teaching strategy</b>
<p>On completion of the module students will be able to:</p> <p><b>B1.</b> Relate the business with the technology opportunities and challenges afforded by e-business.</p> <p><b>B2.</b> Critically evaluate an e-business strategy using a suitable framework, appropriate models and current terminology.</p>	<ul style="list-style-type: none"> <li>• 25% face-to-face tutorial sessions</li> <li>• TMA work</li> <li>• Module learning booklets and support material</li> </ul>

B. Cognitive skills	Learning and teaching strategy
<p><b>B3.</b> Construct a sound argument that makes use of an appropriate vocabulary with critical use of relevant supporting references.</p> <p><b>B4.</b> Analyse design, develop, implement and manage secure e-commerce systems using a range of tools and techniques, across a range of business contexts to meet various stakeholders requirements.</p>	
C. Practical and professional skills	Learning and teaching strategy
<p>On completion of the module students will be able to:</p> <p><b>C1.</b> Utilize the key protocols of the Internet (especially http, ftp and email), create and edit, HTML XML documents, basics of scripting languages such as PHP, able to create web based data driven applications.</p> <p><b>C2.</b> Choose hardware and software, required for setting up e-commerce business.</p> <p><b>C3.</b> Apply the various e-commerce models and on-line marketing, including auctions and web selling.</p> <p><b>C4.</b> Compare the various on-line payment systems.</p> <p><b>C5.</b> Utilize the various security mechanisms to protect e-commerce systems.</p>	<ul style="list-style-type: none"> <li>• 25% face-to-face tutorial sessions</li> <li>• TMA work</li> <li>• Module learning booklets and support material</li> </ul>
D Key transferable skills	Learning and teaching strategy
<p>On completion of the module students will be able to:</p> <p><b>D1.</b> Plan, monitor and evaluate own learning and seek ways to improve the performance.</p> <p><b>D2.</b> Develop secure, flexible, information and communication architectures that support the changing needs of the business.</p> <p><b>D3.</b> Evaluate, and use information or data accurately in complex contexts.</p>	<ul style="list-style-type: none"> <li>• 25% face-to-face tutorial sessions</li> <li>• TMA work</li> <li>• Module learning booklets and support material</li> </ul>

**6. Indicative content.**

- 1- Basics of e-commerce.
- 2- History of internet and web
- 3- Marketing on the web and revenue models
- 4- E-Commerce strategies, electronic data interchange, online auctions and web portals
- 5- Web server hardware and software
- 6- E-Commerce software
- 7- E-Commerce Security
- 8- Payment Systems for e-commerce

**7. Assessment strategy, assessment methods and their relative weightings**

TMA Work: 20%

MTA: 30%

Exam: 50%

**8. Mapping of assessment tasks to learning outcomes**

Assessment tasks	Learning outcomes																				
	A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3
TMA	✓		✓	✓				✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
MTA	✓	✓	✓			✓		✓	✓							✓				✓	
End of Semester Exam	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓		✓	✓	✓	✓	✓	✓

**9. Teaching staff associated with the module**

Tutor's name and contact details	Contact hours
TBD	

**10. Key reading list**

<b>Author</b>	<b>Year</b>	<b>Title</b>	<b>Publisher</b>	<b>Location</b>
Gary Schneider	2015	Electronic Commerce 11 <sup>th</sup> - Edition	Cengage ISBN-10: 128542543X	

<b>11. Other indicative text (e.g. websites)</b>
<a href="http://arabou.edu.kw/">http://arabou.edu.kw/</a>