Module Title:	ECommerce
Language of Instruction:	English

Credits:	5

NFQ Level:	8

Module Delivered In	1 programme(s)

Teaching & Learning Strategies:	Student will engage with a variety of teaching and learning methods; case studies,online learning material, literature, video clips, examples from local, national and international organisations to create a level of understanding of the area of eCommerce. Students will also learn how to develop and maintain an eCommerce system, through current technology and delivery methods.

Module Aim:	Create a skill set that allows the student to operate as a practitioner in the field of eCommerce. Develop an understanding of the field of eCommerce, and how to develop and maintain an eCommerce system.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Research and review a business's eCommerce Strategy and develop recommendations to allow the business to operate on multiple platforms in order to improve their online presence.
LO2	Develop a strong technical understanding that allows the student to operate in an eCommerce environment and across different functions. Explore the use of third party selling platforms and what they can offer.
LO3	Assess and analyse the impact of Ecommerce on Shipping (order management, packaging and Harmonised Tariff schedule), Logistics (warehousing, and stock, (accessing new market places)

Pre-requisite learning
Module Recommendations   *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules   *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements   *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content
Introduction to eCommerce & future trends eCommerce - current & future trends. Scope of the eCommerce industry and how it operates, Types of electronic markets. B2B, B2C, Understand the ethics and regulations needed to operate in the eCommerce field, Operational implications.
eCommerce Landscape Understand the landscape of eCommerce field. Understand the major key stake holders and the role they play within the business.Managing channel conflict. Legal and ethical issues, protecting privacy and intellectual property rights, Societal issues.
Digital eCommerce applications and infrastructure. Develop an understanding of the eCommerce landscape and how technology plays a vital role within it.Options for hosting Web sites,Processes and business decisions with managing web site development. Web site design and performance, Major e commerce applications.
Formulating an eCommerce Strategy Digital Path to Purchase. Key Steps in the formulation of an eCommerce Strategy that is effective and engaging & will allow the business to grow strategically. 7 Key Steps:1. Alignment with the Business Strategy & Market insights, 2. Website creation - Best Practice and Benchmarks, 6 P's of Online Category Management : Perfect Page, Price, Placement, Product, Promotion, Performance. (ECR & Clavice) 3. Payment & Pricing,4. Distribution & Logistics - Order Picking, Delivery options, Returns. Availability & Influence of Out of Stock - impact on Buying Behaviour 5. Promotion & Traffic building, 6. Legal, 7. Technology and Security issues.8. Evaluating the strategy, commercial web site evaluations.

Assessment Breakdown	%
Continuous Assessment	100.00%

No Continuous Assessment

Project				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Project	Evaluate and make recommendations to a businesses ecommerce strategy . Create a new strategy that will allow the client to operate within the online / mobile market. Parts of this project will be delivered on an interim basis to scaffold learning.	1,2,3	100.00	End-of-Semester

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	3.00
Independent Learning Time	Every Week	6.00
	Total Hours	9.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	1.50
Independent Learning Time	Every Week	7.50
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	[Bachelor of Science (Honours) in Digital Marketing with Analytics](#)	7	Mandatory