

Module Title:	eBusiness
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	No Programmes
Teaching & Learning Strategies:	This subject is delivered in a computer lab setting. In the lab demonstrations, practical exercises and project work will take place along with discussion and critical appreciation of web video, social media marketing, SEO/SEM campaigns. Within the lab setting demonstrations and analysis will take place of businesses with successful implementation of multi-channel retailing and the resources and structures that are needed for its operation.
Module Aim:	Appreciate the transformative area of eBusiness in its many guises and how to implement customer focused eBusiness initiatives across an organisation. Allow students to develop practical skills that are used in strategic areas of eBusiness such as social media, mobile commerce, multi-channel retailing etc.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Work as part of a team to design, develop and implement video content that is optimised for a web-based platform.
LO2	Analyse the relationship between different strategic areas of eBusiness and how they can be implemented in a unified approach across the organisation.
LO3	Act as a search engine optimisation/marketing practitioner to increase traffic to internet content.
LO4	Design, implement and assess a social media marketing campaign using recognised analytical metrics of success.

Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
Information Technology 4	

Module Content & Assessment

Indicative Content

Video Production and Distribution

• Use a high-level video editing suite to produce a web optimised video in the context of eBusiness. • Distribute the video through a web based video platform. • Optimise the video content using SEO techniques. • Analyse the traffic metrics and assess actions to improve these trends.

eBusiness Multi-Channel Retailing

• Application of revenue models in eBusiness. • Multi-channel retailing and customer focus. • Optimising web for retail conversions. • The evolution of advertising on the web. • Adapting to a multi-platform environment.

SEO & SEM (Search Engine Optimisation & Search Engine Marketing)

• Adapting web content to improve its ranking in search tools and increase its traffic. • Using paid promotion on search tools to drive traffic to content. • B2B strategies in the use of SEO & SEM

Social Media

• Explore and harness features of popular social media platforms. • Techniques in anticipating and leveraging audience behaviour. • Paid promotion using social media platforms. • Risk management for social media o social media policies o ethical considerations towards user data

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Web Video Project: Project involving the design and creation of a suite videos with an ebusiness theme and upload it to a web based platform. Optimise the video for high rankings and traffic on the web.	1,3	40.00	n/a
Practical/Skills Evaluation	Assignment: Students are given a practical case study of an ebusiness that involves • designing and implementing a social media campaign • improving SEO standing • improving the conversion potential in web sites • analyse and improve in the context of multi-channel retailing.	2,3,4	60.00	n/a

No Project

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		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Practicals	30 Weeks per Stage	1.50
Independent Learning	30 Weeks per Stage	1.83
Total Hours		100.00

