Module Title:	E-Business

Credits:	10

NFQ Level:	8

Module Delivered In	No Programmes

Teaching & Learning Strategies:	Lectures - communication of knowledge and ideas from the lecturer to the student. Problem Solving Exercises - student will work as part of a team and will work together to resolve various case scenarios. Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. E-Learning - It is envisaged that the module will be supported with on-line learning materials. Self-Direct Independent Learning - the emphasis on independent learning will develop a strong and autonomous work and learning practices.

Module Aim:	The aim of this course is to provide students with a knowledge and understanding of the e-business environment. The course aims to provide the student with an ability to evaluate and analyse the key issues affecting the development and operation of an e-business strategy and the implementation of an e-business solution. It aims to equip students with the technical knowledge to exploit the strategic opportunities presented by existing & emerging technologies.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Critically assess the strategic and other impacts of e-business.
LO2	Assess the different types of electronic marketplaces
LO3	Evaluate strategy development as it applies to e-business.
LO4	Assess the online marketing options for a business
LO5	Explain the key technological issues affecting e-business
LO6	Assess the major issues involved in developing a new e-business
LO7	Create and implement elements of an e-business solution

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 & impact of e-business & future trends
• The economic impact of e-business • Impact of e-marketplaces on organizations. • Operational implications of e-business • Internal Organisation of Business Processes • Managing people and organisation in e-businesses • Financial implications of e-business • The future

Electronic Marketplaces
• Doing business in the digital economy • Types of electronic markets and their features • Electronic catalogs, shopping carts, and search engines. • B2B & B2C • Products & Services • Competition in the digital economy.

E-marketing
• Development of e-marketing • Types of e-marketing • Marketing strategies and programmes • Online advertising • Relationship marketing

E-Business strategy
• Creating value virtually • Speed of change • Impact of e-commerce on the strategic planning process. • Internet strategy in practice • Strategy implementation and assessment, including the use of metrics.

Legal, ethical and societal issues of e-business
• Legal and ethical issues in e-business • Protecting privacy & intellectual property rights • Free speech and censorship on the Internet. • Societal issues in e-business

E-business infrastructure, technologies & security
• Networks: Intranets, extranets and internet. Servers. • Domain names • Interactive website technologies • Communication technologies • Computer and network security attacks • Common security practices of businesses of all sizes • Mistakes that organizations make in managing security • Major technologies for securing communications

Electronic retailing
• Electronic retailing ("e-tailing") and its characteristics • Primary business models of electronic retailing • Electronic retailing consumer aids • Critical success factors for e-tailing. • Channel conflict and personalization in e-tailing

Electronic payment systems
• Critical success factors in e-payment methods • E-payment methods • Payment methods in B2B EC

Building e-business applications and infrastructure
• Requirements for initiating an online business • Costing • Options for hosting Web sites • Processes and business decisions associated with managing Web site development • Web site design & performance • Search engine optimization • Customer relationship management • Developing an e-commerce application • Major e-commerce applications, their key functionalities & development options • Outsourcing options

Practicals
• Web page development: Static, Active & Dynamic web pages. • Web page design. • Web sites & Web servers. • Shopping cart. • Getting placed on a search engine. • Establishing a web presence. • Evaluating commercial sites. • Hosting & domain names.

Assessment Breakdown	%
Continuous Assessment	50.00%
End of Module Formal Examination	50.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Case studies - analysis, presentation and discussion.	1,2,3,4,5,6	20.00	n/a
Project	Group project with independent elements to be initiated in term 1 and continuing through the year. Builds on team work and independent learning skills.	7	30.00	n/a

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	End-of-Semester Final Examination	1,2,3,4,5,6	50.00	End-of-Semester

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	4.00
	Total Hours	7.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	1.50
Independent Learning Time	Every Week	5.50
	Total Hours	7.00