

Module Descriptor: BAM 324 E-Business

<u>Module Name:</u>	E-Business
<u>Level/Credits:</u>	Level 3, 15 Credits
<u>Module Aim:</u>	This module is a development on from the level 2 modules, Knowledge Management and Collaborative Working and Website Design and Management. It will explore practical and professional issues underpinning the topic of E-Business and look at its application, through the evaluation of case studies. Students will evaluate a range of organisations and discuss the pros and cons of E-Business, leading to the creation and justification of criteria that students can apply to 'best practice' in E-Business.
<u>Learning Outcomes:</u>	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> ▪ Knowledge and understanding of E-Business; ▪ Be able to identify the pros and cons of E-Business and justify criteria for a 'best practice' model; ▪ Relate theoretical knowledge to practical experience in the form of case studies; ▪ Be aware of the problems associated with international transactions; ▪ Understand how web enabled databases facilitate E-Business e.g. CRM; ▪ Competence in communicating online effectively; ▪ Write reports; ▪ Lead and be a member of a virtual team, collaborating through a variety of online activities; ▪ Self-monitoring of effectiveness.
<u>Curriculum Content:</u>	Students will be introduced to e-commerce and the pros and cons, including the benefits of reduced costs to carrying out business against the problems of security. Business to business and business to consumer application will be examined. Other areas of study will include: transactions; the electronic handshake; buy, lease or build; building a customer base; cost effective advertising; and considering sponsorships. The latest technologies will also be explored including mobile technologies.
<u>Learning Strategy:</u>	This module will be delivered as a series of online workshops involving a variety of activities and discussions. Students will have the opportunity to explore issues relevant to the module through online discussion with module peers and tutors. Students will be expected to be active online participants in the workshops, working within a variety of different groupings.

	<p>They will explore a range of case studies where E-Business is used, developing collaborative criteria for evaluating success, and a coherent model of best practice. Throughout this module, students will be asked to keep an individual reflective e-diary of their learning experiences, which will form part of their assessment.</p>
<p><u>Assessment:</u></p>	<p>Formative:</p> <p>Students will be formatively assessed through their participation in online seminar discussion and individual/group tasks. Students will have opportunity to develop their collaboration and leadership skills during the workshops and monitor their self-effectiveness through participation in online tasks and discussion, receiving feedback from their peers and the module tutor. Students will receive written feedback on their first entry in their reflective diary at the start of the module. Individual assignment tutorial support using a choice of media (email, CHAT, telephone, webcast) will be offered to each student.</p>
	<p>Summative:</p> <p>Assignment (100%) Students will be asked to submit an individual essay assessing the pros and cons of competing on the Internet. Students will be expected to relate and evaluate good and bad practice from a range of case studies, and to apply a 'best practice model' developed through consensus during this E-Business module. Consideration will be given to the practical issues of dealing with a global customer base, for example taking payment in a number of currencies and trading across legal and political boundaries. The report should also address practical examples of using technologies, such as the application of databases for managing customer relationships. All students will also present their online reflective diary and analysis of their participation in a workshop activity (3500 words equivalent).</p>