

<b>Module Title</b> <b>E-business</b>	Reference BS4248 SCQF SCQF Level 10 SCQF Points 15 ECTS Points 7.5
<b>Keywords</b> Electronic business, Internet, website, e-mail, extranet, intranet, technologies, groupware, business models, shops, auctions, marketplaces, main business functions, benefits, strategy steps, implementation issues.	Created October 2002 Approved October 2002 Amended August 2012 Version No. 4

## **This Version is No Longer Current**

The latest version of this module is available [here](#)

### **Prerequisites for Module**

None in addition to SCQF10 entry requirements or equivalent.

### **Corequisite Modules**

None.

### **Precluded Modules**

None.

### **Aims of Module**

To enable students to distinguish and critically appraise the key e-business concepts and techniques and how these can be applied to organisations.

### **Learning Outcomes for Module**

### **Indicative Student Workload**

<i>Contact Hours</i>	Full Time
Lectures	24
Tutorials	12
Assessment	10

#### *Directed Study*

Directed Reading	24
Set Activities	24
Coursework Preparation	16

#### *Private Study*

Private Study	40
---------------	----

### **Mode of Delivery**

The module will consist of lectures with supportive seminars/tutorials and student centred learning which takes the form of directed reading, independent research and set

On completion of this module, students are expected to be able to:

1. Distinguish and compare the key concepts of E-business.
2. Distinguish and compare Internet-based business models.
3. Critically appraise appropriate business situations where e-business can be applied.
4. Critically assess the benefits of e-business in common business situations.

### Indicative Module Content

Techniques and technologies, including Internet; web-sites, extranet; intranet; EDI, HTML, XML, e-mail. Sample products. Internet-based business models including electronic discussion groups, groupworking, shops and shopping malls, auctions, reverse auctions, marketplaces, supply chain integration, application service provision. Application of e-business in the main business functions, including - sales, marketing, HR, finance, supply chain and procurement. Benefits of e-Business solutions. Case studies. e-Business strategy. Implementation issues.

activities to support the tutorial work. Much of the reading, research and activities will be web-based.

### Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3,4

Component 1 - Coursework will consist of a project relating to the module content. It provides the opportunity for students to apply their learning in a practical context.

### Indicative Bibliography

1. CHAFFEY, D., 2015. *Digital business and e-commerce management: strategy, implementation and practice*. 6th ed. Harlow: Pearson Education Limited.