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MODULE DESCRIPTOR

Module Title

E-Business

Reference	BS4248	Version	6
Created	February 2017	SCQF Level	SCQF 10
Approved	July 2013	SCQF Points	15
Amended	July 2017	ECTS Points	7.5

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

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 or organisational situations where e-business can be applied.
- 4 Critically assess the benefits of e-business in business or organisational contexts.

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.

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

Indicative Student Workload	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	50%	Outcomes Assessed:	1, 2, 3, 4
Description:	Report as part of portfolio of work, providing a theoretical overview of an aspect/s of e-business				

Component 2

Type:	Coursework	Weighting:	50%	Outcomes Assessed:	1, 2, 3, 4
Description:	Poster as part of a portfolio of work, consisting of a research proposal outline on a practical issue relating to e-business				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The Module is assessed by two components: C1 - Coursework - 50% weighting. C2 - Coursework - 50% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	At least 70% on weighted aggregate and at least 35% in each component
B	At least 60% on weighted aggregate and at least 35% in each component
C	At least 50% on weighted aggregate and at least 35% in each component
D	At least 40% on weighted aggregate and at least 35% in each component
E	At least 35% on weighted aggregate
F	Less than 35% on weighted aggregate
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None in addition to SCQF10 entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

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