

MODULE: E BUSINESS

Theme: Information Technology

Assessment Weighting: 60% Coursework,
40% Examination

INTRODUCTION

This module is designed to give a student a thorough understanding of a wide range of factors relating to the utilisation of electronic channels. The module is specifically focused on marketing and the module content is intended to be as non-technical as possible, considering the relative technical area of some aspects of this topic. There is an emphasis on documentation of systems and requirements.

AIMS

The aims of this module are to:

- Make students aware of the wide range of electronic media that are available to a marketing function.
- Help students to build confidence in their ability to utilise electronic media for marketing/business purposes.
- Engender an appreciation of the criticality of electronic channels to business and the degree to which such channels can be utilised.
- Encourage students to perceive electronic tools as business tools rather than information technology systems.

LEARNING OUTCOMES

On successful completion of this module, students should be able to:

- Critically evaluate the utilisation of database systems for marketing purposes.
- Prepare a business report that shows an understanding of electronic channels and their relevance in business.
- Generate appropriate content for websites and other electronic media.
- Demonstrate a comprehensive understanding of the infrastructure of electronic commerce.
- Analyse the use of various new media for business purposes.
- Assess the utilisation of electronic channels in a business and the history of their use.

SYLLABUS

Introduction to eBusiness & terminology

- Outline of the course
- Electronic Commerce & electronic business
- History of ebusiness & links to traditional business models
- Dependence on electronic tools in business

Networks

- LAN / WAN / VLAN / Internet / Intranet / Extranet
- Broadband: Cabled / Microwave / Satellite
- IP telephony (Skype) / outsourcing telephone services

Security

- Denial of Service / SPAM / Phishing / Hacking
- Fire / Flooding / Line Break / Mobile Network Unavailable
- Fraud / Firewall and Business Continuity Plan

eBusiness Models

- B2C / B2B / C2B
- eProcurement / eAuctions / eMalls / Portals / eTendering
- Electronic Data Interchange (EDI) & EFT

eBusiness Infrastructure

- Website / Network / Security / Internet Service Provider (ISP)
- Application Service Provider (ASP) / Enterprise Resource Planning (ERP) / People / Logistics

Payment

- Payment Options...
- Problems with payments
- Outsourcing of payment processing

Legal Issues

- Data Protection Act / Copyright / etc.
- Company Details on Website
- Opt out / opt in checkboxes
- International Trade / Delivery Date / Legal Precedent, etc

Website Development

- Website Functionality
- Documentation of website requirements
- Testing (Test Plan)

Website Management & Marketing

- Content Management
- Transaction Logs / Cookies / Web Mining
- Blog / Business Emails / eZine / Search Engines

Database Systems

- Revision of Database Fundamentals
- Customer Relationship Management (CRM) Systems
- Supply Chain Management (SCM) Systems

Groupware / Workflow / Social Media

- Groupware / Conferencing media / Workflow systems / Social Media