

MODULE: **E-BUSINESS DEVELOPMENT**

CODE: **BABS-2-2-10**

Stage: **II**

Credit Points: 4 semester credits / 6 quarter units

Overview and Aims

The aims of this module are:

- To ensure students have a clear understanding of the impact of the Internet on the modern business environment
- To examine e-Business enterprise in terms of how it conducts business with e-consumers
- To appreciate the use of technology in the business environment to create a global perspective
- To recognise the importance of the Internet in business development

On successful completion of this module students will be able to:

- Review and discuss the role of information in modern business
- Explain how technology in the business setting has changed organisational operations
- Review and discuss web information systems in relation to business enterprises
- Design an appropriate we-based information system for business
- Develop an appropriate web design for best business practices
- Evaluate the various issues involved in E-Business technologies

Module Content

THE EVOLUTION OF E-BUSINESS

The history of the Internet

E-Business technologies and infrastructure

Trends and developments in E-Business

New Technologies and E-Business

INTRODUCTION TO THE WEB AND INTERNET

Overview of web based systems

Overview of Information Systems and business strategy

On-line analytical processes and data warehousing

E-BUSINESS MODELS

The future of E-Business

Outsourcing

The electronic market place

The E-Bubble, past present and future

Web Programming and Interface Design

Hypertext mark-up language

Practical extraction and Report Language

Common Gateway Interface

Web Design

E-BUSINESS CONCEPTS AND PRACTICES

Knowledge management

Technical underpinnings of E-Business and the role of XML

Security, Ethics and Legal issues

