

MODULE:	E-BUSINESS DEVELOPMENT
Semester:	II (Spring)
Stage:	II
Number of Credits:	4 semester credits/6 quarter units
Themes:	Business Environment / Information Technology
Assessment Weighting:	60% Coursework 40% Examination

INTRODUCTION

This module is designed to develop students understanding of digital integration in the business environment, and looks at how technology is used within the modern business enterprise. The module focuses on how technology has revolutionised how business is conducted in the 21st century, and seeks to ensure students understand how the Internet has created a new dimension to business and commerce.

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

LEARNING OUTCOMES

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

ASSESSMENT METHODS

The assessment method for this module will primarily be a combination of individual / group Web based projects worth 60% of the marks. The projects will require the students to set up and design a website, discuss the issues involved and present data to support technology in a virtual business environment. End of term examinations will also be held and will consist of theory based questions, marks allocated to the end of term examination is 40%.