Electronic Commerce (In Company)

Module Code: OIM5010-B
Academic Year: 2018-19
Credit Rating: 20
School: School of Management
Subject Area: Operations and Information Management
FHEQ Level: FHEQ Level 5
Module Leader: Dr Craig Johnson

Additional Tutors:
Dr Sankar Sivarajah

Pre-requisites:
Co-requisites:

Contact Hours

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>15</td>
</tr>
<tr>
<td>Tutorials</td>
<td>15</td>
</tr>
<tr>
<td>Directed Study</td>
<td>170</td>
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Availability Periods

<table>
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<tr>
<th>Occurrence</th>
<th>Location/Period</th>
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<tbody>
<tr>
<td>BDA</td>
<td>University of Bradford / Semester 2 (Feb - May)</td>
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Module Aims
To develop an understanding of the management implications of electronic commerce needed for making informed operational and strategic decisions about electronic commerce and its business exploitation

Outline Syllabus
Introduction to e-business and e-commerce.
Marketplace analysis for e-commerce.
E-business infrastructure.
On successful completion of this module, students will be able to...

1. LO 1.1 apply and evaluate fundamentals of Internet technology and its use and applications for business;
   LO 1.2 assess the potential for future applications and the major implications for business practices

2. LO 2.1 analyse the main applications, impact and business areas in which electronic commerce is currently being used

3. LO 3.1 use a multi-disciplinary approach to apply E-Commerce principles in a business/public/voluntary sector organisation.

Learning, Teaching and Assessment Strategy

Formal taught sessions will be supported by on-line resources and specific support from the sponsoring organisation as appropriate. Lectures and tutorials will provide the knowledge and understanding and be delivered face to face and through a variety of work based tasks exploring a range of e-commerce applications on the web. Oral feedback is given to informal group presentations in tutorials based on these topics.

Mode of Assessment

<table>
<thead>
<tr>
<th>Type</th>
<th>Method</th>
<th>Description</th>
<th>Length</th>
<th>Weighting</th>
<th>Final Assess'</th>
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<tbody>
<tr>
<td>Summative</td>
<td>Examination - closed book</td>
<td>Closed Book examination</td>
<td>1.5 hours</td>
<td>50%</td>
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<tr>
<td>Summative</td>
<td>Coursework</td>
<td>Portfolio including reflection on your experience and learning</td>
<td>~2000 words</td>
<td>50%</td>
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Legacy Code (if applicable)
Reading List
To view Reading List, please go to rebus:list.