



UNIT OUTLINE

e-Business Fundamentals

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| UNIT CODE AND TITLE | BC501 e-Business Fundamentals |
| AUTHOR | John Van Beveren |
| SCHOOL | Business |
| PREREQUISITE | Nil |
| COREQUISITE | Nil |
| DURATION | One teaching period |
| CREDIT POINTS | 15 |

OBJECTIVES

On completion of this unit students should:

Knowledge

- Develop a knowledge of electronic business technologies and applications that have been implemented
- Have gained an understanding of how the technologies work in the design and development of a commercial website
- Understand the limitations of current Web technologies
- Identify the opportunities and future developments of Web technologies

Skills

- Be able to understand current Electronic Business developments by applying critical, analytical and technical skills
- Be able to develop specialist skills and competencies by discovery and exploration of existing electronic commerce sites
- Have the ability to communicate the concepts and processes of Electronic Business clearly and effectively within business organizations
- Develop their ability to identify relevant issues and problems related to the use of Internet and World Wide Web technologies
- Develop their ability to think logically, analytically and critically and to articulate their thoughts in writing and orally in a business context
- Develop their problem solving and information literacy skills

Values/Attitudes

- Appreciate that identifying issues in a practical situation is important to the future development of technology
- Appreciate the complexity of Electronic Business systems
- Appreciate the importance of Electronic Business systems for business processes

CONTENT

- History of the Internet and WWW
- Technologies of Web pages
- Technologies of the Internet
- Structure of the World Wide Web
- Search engines
- Network structure
- Technologies of eBusiness to support eCommerce infrastructure
- Internet Privacy and security issues
- Emerging technologies

LEARNING TASKS AND ASSESSMENT

Groups of students will experience eBusiness technologies through weekly laboratory exercises. They will accumulate the information gathered through research via syndicate discussion meetings and present their findings in a laboratory workbook. Individually students will analyse and evaluate an eCommerce website. Their impressions will be accumulated and presented with theory and issues discussed in lectures as a written report. The students will summarise theoretical aspects of the unit learnt from attending lectures and further reading on which they will be examined.

| Learning Task | Assessment Task | Weighting |
|--|----------------------|-----------|
| Practical experience of eBusiness Technologies | Laboratory exercises | 25 - 40% |
| Apply critical and analytical skills to the evaluation of an eCommerce website | Written report | 30 - 50% |
| Attend lectures, read and summarise theoretical aspects of the unit | Examination | 25 - 40% |

METHODOLOGY

This unit involves lectures, interactive tutorials, computer laboratory sessions, a significant block of private study and electronic delivery.

REFERENCES

Carroll, M.L. (1996). *Cyberstrategies: How to build an Internet-Based Information System*. New York: Van Nostrand Reinhold.

Turban, E., Lee, J., King, D. & Chung, H.M. (2000) *Electronic Commerce: A Managerial Perspective* New Jersey: Prentice Hall.

Whiteley, D. (2000) *e-Commerce: Strategy, Technologies and Applications* London: McGraw-Hi