

WM956-15 Enterprise eCommerce Solutions

20/21

Department

WMG

Level

Taught Postgraduate Level

Module leader

Mark Bonnett

Credit value

15

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The practice of eCommerce is today a critical part of almost all retail business. There is strong industry demand for graduates who are able to design, develop and optimise eCommerce solutions.

This module studies the specific technologies and processes that characterise the transactional aspect of digital commerce. The module covers a range of topics incorporating both the technical, such as hosting solutions and web frameworks, through to the managerial, such as the integration of eCommerce solutions with business operations and developing effective and optimised promotional activities.

The module has an emphasis on practice, with participants following an end-to-end process of eCommerce solution development. This will incorporate requirements gathering, competitor analysis, business case development, prototyping, implementation (using industry-standard content management systems), testing and deployment.

The module's syndicated work leads to two deliverables that represent the in-module assignments. The first is the development of a formal business-case for a proposed eCommerce implementation. The second is the building of an enterprise-ready eCommerce solution, demonstrated in formal presentations.

Module aims

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Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

1. Theoretical Models of eCommerce
 - a. What is eCommerce?
 - b. Academic Research in eCommerce
2. eCommerce Technology
 - a. Hosting Solutions
 - b. Web Frameworks for eCommerce
 - c. Programming Languages for the Web
 - d. Content Management Solutions
3. Delivery and Payment Methods
 - a. Supply Chain for eCommerce
 - b. Delivery Methods for eCommerce
 - c. Payment Methods and Transactions
 - d. Multichannel Sales
4. Building an eCommerce Business Case
 - a. Search Engine Optimisation
 - b. Digital Marketing for eCommerce
 - c. Writing an eCommerce Business Case
5. Design for eCommerce
 - a. Design Best Practice
 - b. Analysing Website Quality
 - c. Wireframing and Prototyping
 - d. Conversion Rate Optimisation

6. Capstone Project

- a. eCommerce Website Build
- b. Client Presentations

A more detailed explanation of these topics is below.

An overview of eCommerce, and the prior academic research, including the main theoretical models and applications in information systems, mathematics and behavioural sciences.

A practical exploration of the fundamental eCommerce technologies. This will include hosting options – on-premise, public cloud, private cloud and cluster computing; web programming languages and frameworks; and content management systems (CMS).

An evaluation of the key operational elements to support eCommerce platforms. Mostly this will focus on delivery methods, supply chain, payment and transactions, and affiliate sales partners.

Best practice for eCommerce marketing and search engine optimisation. This section culminates in building a persuasive business case for an eCommerce implementation. This represents the first element of the in-module assessment (10% of the final mark).

A theoretical and practical introduction to eCommerce design practices. This will also incorporate website evaluation (using WebQual), wireframing, and conversion rate optimisation (CRO).

Finally, a capstone project that will bring these aspects together in a practical website implementation where participants will build a functional, prototype website based on specified client requirements. This website will be demonstrated in formal presentations, representing the second element of the in-module assessment (20% of the final mark).

Learning outcomes

By the end of the module, students should be able to:

- To demonstrate a comprehensive understanding of the key eCommerce technologies (hardware and software), and to determine an appropriate solution for given use-cases
- To critically evaluate business requirements and to build a comprehensive and persuasive business case
- To develop a comprehensive understanding of design patterns and best practices and their practical implementation
- To critically evaluate the requirements of a range of user personas, and to optimise the user experience appropriately
- To critically evaluate the systematic and operational risks associated with eCommerce implementations and develop comprehensive mitigation strategies

Indicative reading list

Chaffey D (2014). Digital Business and E-Commerce Management. Pearson: Harlow, UK. ISBN-13: 978-0273786542.

Croxen-John D and van Tonder J (2017). E-Commerce Website Optimization: Why 95% of your website visitors don't buy, and what you can do about it. Kogan Page: London, UK; New York, NY; and New Delhi, IN. ISBN-13: 978-0749475383.

Goward C (2013). You Should Test That: Conversion optimization for more leads, sales and profit, or the art and science of optimized marketing. Sybex: Indianapolis, IN. ISBN-13: 978-1118301302.
Hunt B (2011) Convert! Designing web sites to increase traffic and conversion. Wiley: Indianapolis, IN. ISBN-13: 978-0470616338.

Jelassi T, Enders A and Martínez-López FJ (2014). Strategies for e-Business: Creating value through electronic and mobile commerce. Pearson: Harlow, UK. ISBN-13: 978-0273757870.

Krug S (2014). Don't Make Me Think, Revisited: A common sense approach to web usability. New Riders: Harlow, UK. ISBN-13: 978-0321965516.

Larsson T (2016). Ecommerce Evolved: The essential playbook to build, grow & scale a successful ecommerce business. CreateSpace Independent Publishing Platform. ISBN-13: 978-1534619340

Laudon KC and Traver CG (2016). E-commerce 2016: Business, technology, society. Pearson: Harlow, UK. ISBN-13: 978-1292109961.

Meier A and Stormer H (2009). eBusiness & eCommerce: Managing the digital value chain. Springer: Berlin, DE and London, UK. ISBN-13 978-3540893288.

Nahai N (2012). Webs of Influence: The psychology of online persuasion. Pearson: Harlow, UK. ISBN-13: 978-1292134604.

Turban E, Outland J, King D, Lee J, Liang T and Turban D (2018). Electronic Commerce 2018: A managerial and social networks perspective. Springer: Cham, CH. ISBN-13: 978-3319587141.

[View reading list on Talis Aspire](#)

Subject specific skills

eCommerce, web development, cloud computing, digital marketing

Transferable skills

Presentation skills, research, teamwork, software development, critical thinking

Study

Study time

Type	Required
Lectures	39 sessions of 30 minutes (13%)
Seminars	3 sessions of 1 hour (2%)
Practical classes	15 sessions of 30 minutes (5%)
Other activity	120 hours (80%)
Total	150 hours

Private study description

No private study requirements defined for this module.

Other activity description

6 hours of pre-module work (based on case study analysis)

24 hours of online collaborative work

90 hours of self-directed study (post-module assignment)

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A1

	Weighting	Study time
Assessed work as specified by department	100%	
6000 Words Post Module (70%)		
In module Assessment (30%)		

Feedback on assessment

In module work will have feedback provided verbally after assessment.\r\nPMA ¿ individual notes attributed to each script returned to each student with bespoke feedback\r\n

Availability

Courses

This module is Optional for:

- Year 1 of TESA-H7PK Postgraduate Taught e-Business Management
- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)
- Year 1 of TWMS-H1T4 Postgraduate Taught e-Business Management (Part-time)