

WM956-15 Enterprise eCommerce Solutions

21/22

Department

WMG

Level

Taught Postgraduate Level

Module leader

Emily Davis

Credit value

15

Module duration

2 weeks

Assessment

Multiple

Study locations

University of Warwick main campus, Coventry Primary

Distance or Online Delivery

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 will introduce students to eCommerce practice at an enterprise scale, and the technologies and techniques that go with it.

Module aims

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.

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

[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	9 sessions of 1 hour 30 minutes (9%)
Seminars	2 sessions of 1 hour 30 minutes (2%)
Practical classes	3 sessions of 1 hour 30 minutes (3%)
Online learning (independent)	15 sessions of 1 hour (10%)
Assessment	114 hours (76%)
Total	150 hours

Private study description

No private study requirements defined for this module.

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 A2

	Weighting	Study time	Eligible for self-certification
Post module assignment A business-style report on an eCommerce transformation in a given industry	80%	84 hours	Yes (extension)
eCommerce Business Case A written report analysing a given business case and the opportunity for eCommerce investment	10%	15 hours	No
eCommerce website build Implementing a website for a given client brief	10%	15 hours	No

Assessment group R1

	Weighting	Study time	Eligible for self-certification
Post module assignment A business-style report on an eCommerce transformation in a given industry	100%		Yes (extension)

Feedback on assessment

In module work will have feedback provided verbally after assessment. PMA: individual notes

attributed to each script returned to each student with bespoke feedback

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)