WM956-15 Enterprise eCommerce Solutions

24/25

Department
> WMG

Level
> Taught Postgraduate Level

Module leader
> Jordan Bruno

Credit value
> 15

Module duration
> 4 weeks

Assessment
> 100% coursework

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.

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.

Theoretical Models of eCommerce
a. What is eCommerce?
b. Academic Research in eCommerce

eCommerce Technology
a. Hosting Solutions
b. Web Frameworks for eCommerce
c. Programming Languages for the Web
d. Content Management Solutions

Delivery and Payment Methods

- Delivery Methods for eCommerce
- Payment Methods and Transactions
- Multichannel Sales
- Digital Marketing for eCommerce
- Design for eCommerce
   - a. Design Best Practice
   - b. Analysing Website Quality
   - c. Wireframing and Prototyping
   - d. Conversion Rate Optimisation

Web Development
a. eCommerce Website Build
b. Client Presentations

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.

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

Finally, an activity 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.

Learning outcomes

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

- Demonstrate a comprehensive understanding of the key eCommerce technologies to determine an appropriate solution for given use-cases
- Develop a comprehensive understanding of design patterns and best practices and their practical implementation
- Critically evaluate the systematic and operational risks associated with eCommerce implementations to develop comprehensive mitigation strategies
- Collaboratively analyse digital business requirements and practically implement an eCommerce website in a real-world setting

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

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Study

Study time

Type	Required
Lectures	20 sessions of 1 hour (22%)
Seminars	10 sessions of 1 hour (11%)
Practical classes	(0%)
Online learning (independent)	60 sessions of 1 hour (67%)
Total	90 hours

Private study description

No private study requirements defined for this module.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A5

	Weighting	Study time	Eligible for self-certification
Assessment component			
Business Report	70%	42 hours	Yes (extension)
A business-style report on an eCommerce transformation in a given industry			
Reassessment component is the same			
Assessment component			
eCommerce website build	30%	18 hours	No
A group assignment where students will be implementing a website for a given client brief. Peer Marking Process will be adopted in this assessment.			
Reassessment component			
Individual Assessment			Yes (extension)
A reflective report detailing the website build process and how the website could be developed further.			

Feedback on assessment

Verbal and written feedback will be provided for the the Group Project. Written feedback will be provided for the Business Report assignments.

Availability

There is currently no information about the courses for which this module is core or optional.