

WM956-15 Enterprise eCommerce Solutions

26/27

Department

WMG

Level

Taught Postgraduate Level

Module leader

Mark Bonnett

Credit value

15

Module duration

4 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.

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.

eCommerce Fundamentals

- Key concepts and academic models
- Applications across information systems and business

eCommerce Technology

- Hosting options
- Content management systems

Operations

- Delivery methods
- Payment processing
- Transaction management

Design Principles

- Website design best practices
- Wireframing
- Conversion optimisation

Digital Marketing for eCommerce

- Audience-first marketing
- Content Marketing

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 advanced eCommerce functionalities to enhance user experience and increase conversions.
- Collaboratively analyse digital business requirements and practically implement an eCommerce website in a real-world setting.

Indicative reading list

[Specific reading list for the module](#)

Subject specific skills

eCommerce, web development, conversion optimisation, eCommerce design, operations for eCommerce.

Transferable skills

Presentation skills, research, teamwork and working effectively with others, software development, critical thinking, problem solving, communication, professionalism, organisational awareness

Study

Study time

Type	Required
Lectures	8 sessions of 1 hour (5%)
Seminars	22 sessions of 1 hour (15%)
Practical classes	(0%)
Online learning (independent)	30 sessions of 1 hour (20%)
Private study	30 hours (20%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

Private study will include preparing for lectures and seminars, reviewing lecture notes, and engaging with required readings and multimedia resources.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A6

	Weighting	Study time	Eligible for self-certification
Business Report	70%	42 hours	Yes (extension)
A business-style report on an eCommerce transformation in a given industry.			

	Weighting	Study time	Eligible for self-certification
eCommerce Website Build Presentation	30%	18 hours	No
A group presentation assignment where students will be implementing a website for a given client brief and presenting their strategy to WMG staff and peers.			
Peer Marking Process will be adopted in this assessment.			

Assessment group R5

	Weighting	Study time	Eligible for self-certification
Individual Assessment	30%		No
A reflective report detailing the website build process and how the website could be developed further.			
Business Report	70%	42 hours	No

Feedback on assessment

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

Availability

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