

WM956-15 Enterprise eCommerce Solutions

27/28

Department

WMG

Level

Taught Postgraduate Level

Module leader

Mark Bonnett

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.

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

- Headless Architecture
- Composable Commerce
- AI, Personalisation, and Automation
- Security & Compliance

Operations

- Logistics and Returns Management
- Payment Processing
- Sustainability

Design Principles

- Website design best practices
- Wireframing
- Conversion optimisation

Digital Marketing for eCommerce

- Customer Retention and Loyalty Strategies
- AI for driving traffic

Learning outcomes

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

- Critically evaluate key eCommerce technologies systematically to determine appropriate solutions for complex use-cases
- Critically apply design patterns and best practices in complex eCommerce implementations
- Evaluate advanced eCommerce functionalities to enhance user experience and optimise conversions.
- Critically reflect on the eCommerce implementation process to evaluate professional practice and identify opportunities for improvement

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)	20 sessions of 1 hour (13%)
Private study	40 hours (27%)
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 A7

Assessment component	Weighting	Study time	Eligible for self-certification

	Weighting	Study time	Eligible for self-certification
eCommerce Implementation Portfolio - Individual	100%	60 hours	Yes (extension)
A multimedia portfolio documenting the end-to-end eCommerce implementation process.			

Reassessment component

eCommerce Implementation
Analysis and Design

No

Using a provided client brief and business scenario, students will produce an implementation portfolio comprising of technology evaluation and selection rationale, design artefacts, conversion optimisation strategy, and reflective analysis of implementation considerations.

Feedback on assessment

Written feedback will be provided for the Portfolio assignment.

Availability

Courses

This module is Core optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)