

Short Title:	Digital Enterprise APPROVED
Full Title:	Digital Enterprise
Module Code:	DMKT H1019
ECTS credits:	5
NFQ Level:	6
Module Delivered in	3 programme(s)
Module Contributor:	Fiona Malone
Module Description:	The purpose of this module is To help students appreciate the fundamental models and applications of trading online - To familiarise students with Electronic Commerce strategy and implementation methods - To enable students determine the significance and impact of Electronic Commerce technologies - To help students identify the issues of ethics, compliance and security in Electronic Commerce - To provide students with hands-on experience in the use of Electronic Commerce applications and the development of a basic website.
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Distinguish between various models and applications of Electronic Commerce 2. Evaluate the strengths and weaknesses of various Electronic Commerce case studies 3. Choose the most appropriate Electronic Commerce strategy and implementation method to meet the requirements of current Internet retailing 4. Identify Electronic Commerce Regulatory, Ethical and Compliance issues 5. Apply the knowledge and skills learned to develop a functioning website 	

Module Content & Assessment

Indicative Content
Introduction to E-Commerce and Business Models Overview of E-commerce and Digital Business, E-Environment, Market Analysis: Emerging trends and technologies, B2C and B2B, Infrastructure
Strategy and Application Business Strategy, Building Presence: Web, Mobile, Local, Marketing: Social, Mobile, Local, Customer Relationship Management
Implementation and Support Supply Chain Management and Procurement, Security and Payment System, Ethical, Social and Political Issues
Case Studies in E-Commerce Reviewed throughout each section of the syllabus
Web Site Design Web site planning and design, Launching successful E-Commerce Projects, Building E-Commerce Applications and Infrastructure
Web Development E-Commerce application evaluations, Latest HTML standard, Introduction to Content Management System

Indicative Assessment Breakdown	%
Course Work Assessment %	100.00%

Course Work Assessment %				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Lab work	A number of weekly exercises and submit their work throughout the semester.	1,2,3,4,5	40.00	n/a
Project	Group Project to create a functioning website	1,2,3,4,5	40.00	n/a
In-class test	Practical Test	5	20.00	n/a

No Final Exam Assessment %

Indicative Reassessment Requirement
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

Indicative Workload: Part Time	
Frequency	Indicative Average Weekly Learner Workload
Every Week	30.00
Every Week	95.00

Resources
<i>Recommended Book Resources</i>
<p>Dave Chaffey 2014, <i>Digital Business and E-Commerce Management, 6/E Ed., Pearson</i></p> <p>Ken Laudon et al 2014, <i>E-commerce 2014, Global Edition, 10/E Ed., Pearson</i></p>
<i>Supplementary Book Resources</i>
<p>Efraim Turban et al 2011, <i>Electronic Commerce 2012 Global Edition, Pearson</i></p> <p>Efraim Turban et al 2010, <i>Introduction to Electronic Commerce, Pearson</i></p>
<i>Recommended Article/Paper Resources</i>
<p><i>E-Service Journal</i></p> <p><i>Internet & Electronic Commerce Strategies</i></p> <p><i>Internet Research</i></p> <p><i>Information Technology & People</i></p>
<i>Other Resources</i>
<p>Internet:: <i>W3Schools Online Web Tutorials</i> http://www.w3schools.com</p> <p>Internet:: <i>World Wide Web Consortium (W3C)</i> http://www.w3.org</p> <p>Internet:: <i>Internet Society (ISOC)</i> http://www.internetsociety.org/</p> <p>Internet:: <i>Revenue - Irish Tax and Customs, Distance Sales in EU</i> http://www.revenue.ie/en/tax/vat/leaflet_s/distance-sales-eu.html</p> <p>Internet:: <i>European Union – Information technology</i> http://europa.eu/pol/info/index_en.htm</p> <p>Internet:: <i>Internet Usage World Stats - Usage and Population Statistics</i> http://www.internetworldstats.com</p> <p>Internet:: <i>Practical Ecommerce</i> http://www.practicalecommerce.com</p> <p>Internet:: <i>Nielsen Norman Group Evidence-Based User Experience Research, Training, and Consulting</i> http://www.nngroup.com/articles/</p> <p>Internet:: <i>Web Development and Design Tutorials, Tips and Reviews</i> http://www.webreference.com</p>

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_BDMKT_8	Bachelor of Arts (Honours) in Digital Marketing	2	Elective
BN_BDMKT_7	Bachelor of Arts in Digital Marketing	2	Elective
BN_BDMKT_XDE	Certificate in Digital Enterprise. Minor award of the Bachelor of Arts (Honours) in Digital Marketing	1	Mandatory