Module code	BB-4308		
Module Title	E-Business		
Degree/Diploma	Bachelor of Business (Business Administration)		
Type of Module	Major Option/Breadth		
Modular Credits	4	**Total student workload**	8 hours/week
		Contact hours	4 hours/week
Prerequisite	None		
Anti-requisite	None		

Aims

To provide students with an understanding of the business opportunities and threats as well as the strategic and management issues that companies face in the electronic business environment.

Learning Outcomes:

On successful completion of this module, a student will be expected to be able to:

Lower order :	30%	- understand the terms, concepts, and basic principles of electronic business.
		- understand how to "enhance the digital" if it is to survive and thrive in today's fast-moving world.
Middle order :	40%	- demonstrate understanding of theory and apply them with current issues.
		- Review electronic business applications in various settings.
Higher order:	30%	- evaluate the strategic decisions made by companies and organisations to participate in electronic business as an overall business synergy.
		- improve skills in working independently and as a team.

Module Contents

- Introduction to E-Business
- E-Business Technology & Infrastructure
- E-Business Markets
- Revenue Models
- E-Marketing
- E-Business Strategy
- Online Payment Systems
- Online Security
- Management of E-Business
- Impact of E-Business
- Recent development & future trends

Assessment	Formative assessment	Weekly discussion/individual presentations and feedback
	Summative assessment	Examination: 50%
		Coursework: 50% - Individual Presentation (10%) - Group Project (20%) - Mid-Term Test (20%)