



**London  
South Bank  
University**

EST 1892

# Module Guide

Starting an E-Business

BBS\_6\_SEB

School of Business

Level 6

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Subject to EE Approval

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## 1. MODULE DETAILS

<b>Module Title:</b>	Starting an E-Business
<b>Module Level:</b>	6
<b>Module Reference Number:</b>	BBS_6_SEB
<b>Credit Value:</b>	20
<b>Student Study Hours:</b>	200
<b>Contact Hours:</b>	60
<b>Private Study Hours:</b>	140
<b>Pre-requisite Learning (If applicable):</b>	None
<b>Co-requisite Modules (If applicable):</b>	None
<b>Course(s):</b>	MCB
<b>Year and Semester</b>	3, Semester 2
<b>Module Coordinator:</b>	Mo Obadina
<b>MC Contact Details (Tel, Email, Room)</b>	0207 815 7709, <a href="mailto:obadinam@lsbu.ac.uk">obadinam@lsbu.ac.uk</a> , LR330
<b>Subject Area:</b>	Division of Business and Enterprise
<b>Summary of Assessment Method:</b>	50% Coursework and 50% Exam
<b>External Examiner appointed for module:</b>	Sunita Dewitt

## 2. SHORT DESCRIPTION

This is a practical module, which aims to provide students with an in-depth hands-on ideas and knowledge to successfully plan and create an e-business from start to finish using industry standard set of application software. In addition, broad issues relating to the internet community, the global economy, electronic payments, social dimension (integrating e-business with Facebook and Twitter), the security to combat theft and fraud and Content Management System to manage the content on a website will be looked at in details.

This module sets out to help students appreciate the multifaceted nature of e-commerce and its models, infrastructure, context, and strategies. Thus, understanding key issues that e-Commerce practitioners need to grapple with.

## 3. AIMS OF THE MODULE

The Aims of this module are to:

- With an in-depth practical ideas and knowledge to successfully plan and create a winning e-business from start to finish
- The knowledge and understanding of current and emerging Internet technologies, giving them a perspective on the past, present and future of the web and e-commerce

## 4. LEARNING OUTCOMES

### 4.1 Knowledge and Understanding

A1: Formative knowledge of construct an evolving e-business plan

A2: Evaluate the need for security of an e-business to combat identify theft and fraud and recommend solutions.

A3: Create an e-business website.

## 4.2 Intellectual Skills

- B1: Critically evaluate and select the main theories that impact on the development of winning e-business

## 4.3 Practical Skills

- C1: Gain hands on experience of an industry standard web design software application  
C2: Use other related applications software

## 4.4 Transferable Skills

- D1: Develop problem-solving skills developed through individual work and interactive seminar discussions.

# 5. ASSESSMENT OF THE MODULE

## 5.1 Assessment Requirements

### **Formative Assessment:**

- Weekly seminar activities to complete in class and outside class to help students to fully understand particularly the practical aspects of the module.

- **Summative Assessment:**

This module will be assessed by - **Exam 50% and Coursework 50% as follows:**

**Exam (50%):** A two-hour theoretical, case study based exam.

- The two hour closed book examination will comprise 50% of the module weighting based on a case study approach. Students will be provided with case study material approximately 10 days before the exam which they will be allowed to take into the examination room.

**Coursework (50%):**

- A practical hands-on aspect of the module. Student will be required to design a website with approximately 15 web pages that is representative of their site as a whole – 50%

## 5.2 Requirements:

A. Website Design with at least 15 pages (**min. 15 pages max. 17 pages**);

- Weekly Individual Reflections for 10 weeks (via Blogger) **[10 marks]**
- Navigation (Ease of Navigation, Use of relevant plugins, Call to action) **[5 marks]**
- Content (Tagline, Branding, Logo, colours, text fonts and text consistency) **[10 marks]**
- Product/Service (Main features clearly explained, Clear text, Good product display, use of keywords for target audience and at least 10 products **[5 marks]**)
- Marketing/Advertisement - Blog posts, Use of Google analytics, Social Media links, **[10 marks]**
- Security and Shopping cart (Certificates, ease of shopping) **[5 marks]**
- Information (About us, Contact, Opening hours, location, **[5 marks]**)

## 5.3 Hand in dates

**Week 12 10<sup>th</sup> of May 2019 – Put the link to your website on Moodle plus any login details to the WordPress website.**

**10<sup>th</sup> May 2019 – Hand in Date of Coursework**

All work needs to be submitted through the assignments section of the Moodle site.

If the deadline is not met, then penalties will apply. (See Course Handbook for details.)

## 6. FEEDBACK

Generic feedback on the assignments will be on Moodle two weeks after the hand in date.

## 7. GUIDANCE ON REFERENCING

The attention of every student is drawn to the warning in the course guide on late submission of coursework, mitigating circumstances and plagiarism. For guidance on copyright and referencing see the following section 'Guidance on referencing'

(Supplied by Academic Misconduct Officer)

Correct referencing is an academic skill that you will be assessed on. Correct referencing demonstrates that you have read appropriately on the subject shows that you are acknowledging the sources you have used (that you are not trying to cheat) and provide information on useful sources of information to your reader. Doing it correctly demonstrates professionalism, doing it incorrectly will lead to reduced marks, possibly to disciplinary action which includes the possibility of having your studies terminated.

I do see cases where the student has clearly deliberately attempted to cheat. These are dealt with very firmly. However, most cases I see are where students have either referenced poorly or not bothered with referencing at all. Otherwise good work often fails in these circumstances.

Guidance on referencing itself is available from the resources listed at the end of This sheet. If you have any concerns about your referencing ask for help before Submitting.

You can find online help-sheets by using the following link:

[http://www.lisa.lsbu.ac.uk/002\\_bcim/business/general/helpsheets\\_bm.htm](http://www.lisa.lsbu.ac.uk/002_bcim/business/general/helpsheets_bm.htm)

In particular you should look at:

HS4 Plagiarism

HS30 How to do your Referencing

(1): an introduction to the Harvard System (Printed Sources)

HS31 How to do your Referencing (3) Web Sites, Electronic Journals and the Internet

Further help is available on all academic matters from the 'Academic Assistant' at

<http://www.blc.lsbu.ac.uk/aa/aa/>

## 8. STUDENT ADVICE

Students are advised to keep a hard copy and an electronic copy of all coursework even after the hand in date.

## 9. TEACHING AND LEARNING PATTERN

Each week the contact hours will be divided into a 1- hour lecture followed by a 3-hour seminar session.

### 9.1 Lectures will:

- Help students understand e-business strategies, concepts and the up to date use of technologies to build, maintain and grow e-businesses
- Classroom bases learning supported by the use of VLE, video/DVD clips, case studies and some group activities

### 9.2 Seminars will:

- Provide a forum for students to apply their learning using various tools and resources
- Include practical sessions with the opportunity to use standard open-source and online tools and industry standard applications software to design websites
- Involve live brief discussions.

### 9.3 Importance of Student Self-Managed Learning Time

Student responsibility in the learning and development process will be emphasised. Students are required to undertake directed self-study and prepare solutions/discussions to questions on various topic areas. Students will be encouraged to identify for themselves particular problems or difficulties and to use seminar discussions, where appropriate, for the resolution of these. Students must regularly access the Moodle site for this module. They should download the class/lecture material from the Moodle site, and do the recommended reading, before each lecture/class.

Where appropriate, students are also expected to download the relevant seminar questions and study them in advance of each seminar, in order to derive maximum benefit from seminar time. The programme of teaching, learning and assessment gives guidance on the textbook reading required for each week, the purpose of which is to encourage further reading both on and around the topic.

## 9.4 Employability

The module will introduce concepts, technologies and strategies to students that will help them demonstrate an awareness of the role e-business plays in Business and its importance in obtaining business growth and achieving business strategic goals.

This module contributes to a student's employability by giving them an understanding of aspects of e-business that relate to promotion of successful and winning business and have the necessary skills to plan, design and market an e-business and giving them the skills to work cooperative with people from different backgrounds. Also giving the student a good foundation to pursue careers in the following industries:

- Sector examples: e-government, e-governance; e-education; e-marketing and services and telecommunications
- Role examples: e-business advertising and marketing consulting; e-commerce Web design and development; Search engine optimisation practitioner.

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## 10. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

SEMESTER 1		
Session	TOPIC	READING (CORE TEXT)
Session 1	Introduction to Setting Up an E-Business/Recap <ul style="list-style-type: none"> <li>• History &amp; Understanding E-Business;</li> <li>• E-business and Global Economy</li> <li>• Success/Failures</li> </ul>	
Session 2	The Entrepreneurial Process <ul style="list-style-type: none"> <li>• Who is an Entrepreneur</li> <li>• Risk Taking</li> <li>• The Vision and the Business Plan</li> <li>• Getting Started – First steps</li> <li>• Blogger Set up</li> </ul>	
Session 3	E-Business: Key Information <ul style="list-style-type: none"> <li>• Idea generation/Choosing your E-Business</li> <li>• E-Business Revenue models (recap)</li> <li>• Research your audiences and market</li> </ul>	
Session 4	E-Business Concepts and websites: <ul style="list-style-type: none"> <li>• What's in a name?</li> <li>• Domain Registration/Hosting</li> <li>• Wordpress.org v Wordpress.com</li> <li>• Business Registration – Legal and Tax</li> </ul>	
Session 5	Introduction to Wordpress.org: <ul style="list-style-type: none"> <li>• WordPress Themes;</li> <li>• Case studies and Plugins</li> <li>• WordPress files and Back up</li> </ul>	
Session 6	E-Business Online Tools: <ul style="list-style-type: none"> <li>• Analytical tools – Google Analytics, Trends.</li> <li>• Canva, et al</li> <li>• Online support – Fiverr, PPH, Drop shipping</li> </ul>	
Session 7	E-Business Security & Payment Systems: <ul style="list-style-type: none"> <li>• Prevention/Threats/Solutions</li> <li>• Payment options (Pros/Cons)</li> </ul>	



Session 8	<p>E-Business Marketing: Email Marketing:</p> <ul style="list-style-type: none"> <li>• Online CRMS for SMEs;</li> <li>• Introduction to MailChimp (CRM and Marketing tool)</li> <li>• Automation options</li> </ul>	
Session 9	<p>E-Business Marketing: Browser Marketing</p> <ul style="list-style-type: none"> <li>• Shopping Cart Concepts</li> <li>• Retargeting</li> </ul>	
Session 10	<p>E-Business and IP:</p> <ul style="list-style-type: none"> <li>• IP and Websites</li> <li>• Website content regulations and policies</li> <li>• GDPR and Data protection</li> <li>• Online Media and the law</li> </ul>	
Session 11	<p>E-Business Marketing: The Marketing Mix</p> <ul style="list-style-type: none"> <li>• SEO and Law of Attraction</li> <li>• Affiliates, Influencers</li> <li>• Social Media - Facebook Marketing/campaigns and analytics</li> </ul>	
Session 12	<p>E-Business Content Management:</p> <ul style="list-style-type: none"> <li>• Blogging Research tools</li> <li>• Automating content.</li> </ul>	
Session 13	<ul style="list-style-type: none"> <li>• Revision and Exam format</li> </ul>	

## 11. STUDENT EVALUATION

This module was first delivered in semester 2 of the 2018/19 academic year,

## 12. LEARNING RESOURCES

### Reading List

#### Core Reading

Paul Bocij, Andrew Greasley, Simon Hickie .(2015), Business information Systems: technology, development and management for the e-business (5<sup>th</sup> Edition). Pearson.

Alannah Moore (2016) Create your own website the easy way. ILEX, a division of Octopus Publishing Group Ltd

Brad Williams, David Damstra, Hal Stern (2015 ) Professional WordPress: design and development (3<sup>rd</sup> Edition). John Wiley & Sons, Inc

Sean Mc Manus (2014) Web design in easy steps (6<sup>th</sup> Edition). In Easy Steps

#### Optional Reading:

Mo Obadina Unleash Your Business MOJO! (2016). Mo's MOJO Media

Efraim Turban (2018) Electronic commerce 2018: a managerial and social perspective. (9<sup>th</sup> Edition) Springer International Publishing

#### Background Reading:

E-Commerce Academy - <https://www.2checkout.com/ecommerce-resources>

E-Commerce Training Academy - <https://ecommercetrainingacademy.com/>

London South Bank University's Intranet and computer based resources - <http://www1.lsbu.ac.uk/library/>

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