Level 5 Diploma in eCommerce & Web Design (901)
176 Credits

Unit: eBusiness Fundamentals	**Guided Learning Hours:** 220
Exam Paper No.: 1	**Number of Credits:** 22
Prerequisites: Some level of familiarity with computer and Internet technologies.	**Corequisites:** A pass or higher in Diploma in Information Technology or equivalence.

Aim: e-Business is an interdisciplinary topic encompassing both business and technology; hence the aim of this unit is to ensure learners understand basic business aspects and applications throughout the business world include commercial business, government, education, and health services and the major characteristics, opportunities, and limitations of these forms of business are explored. Learners will study various issues and risks that exist in the rapidly changing world of e-business; learners exploring the hardware/software tools and the key technologies used by companies engaging in e-business activities. Learners will become familiar with infrastructure requirements needed to do business on the web, web-based tools used in e-business activities, electronic commerce software in use today, security issues faced by online businesses, electronic payment systems, strategies used for web auctions and virtual communities, and the legal, ethical, international, and tax issues that impact an online business.

Required Materials: Recommended Learning Resources.	**Supplementary Materials:** Lecture notes and tutor extra reading recommendations.

Special Requirements: The unit requires a combination of lectures, demonstrations and class discussions.

Intended Learning Outcomes:	**Assessment Criteria:**
1 The history of the Internet, WWW and basics of eBusiness and eCommerce.	1.1 Examine the growth of e-business and e-commerce 1.2 Explain the opportunities and challenges of creating an online business 1.3 Describe how the Internet and World Wide Web are revolutionising business 1.4 Describe the success of an Internet entrepreneur.
2. The different eBusiness models; shopping-cart technology and Business-to-Business (B2B) eCommerce.	2.1 Identify the different business models implemented on the Internet 2.2 Explain the transition from brick-and-mortar businesses to e-businesses 2.3 Identify the many options available to entrepreneurs online 2.4 Analyse both B2C and B2B e-business models.
3. Building, designing, developing and managing an eBusiness.	3.1 Describe the advantages of building an e-business 3.2 Describe the importance of good Web-site design 3.3 Describe Web-site features that can enhance a visitor's experience 3.4 Explain the various types of e-business solutions 3.5 Explain e-consulting services on the Web 3.6 Define a domain name
4. Electronic transfer of funds; the major online payment schemes and online credit card fraud.	4.1 Describe various methods of conducting online monetary transactions 4.2 Describe the application of traditional

	4.3	payment models to the Internet
		Describe the role of security in support of online monetary transactions
	4.4	Describe Internet-based monetary transaction models: e-billing, micropayments, peer-to-peer payments and digital currency.
5. Internet hardware including servers, communication media and storage area networks (SANs); the different ways of connecting to the internet, communication technology, including intranets, extranets, internet telephony, webcasting and web conferencing.	5.1	Describe how the Internet works
	5.2	Define some of the communications media and hardware used to connect computers on the Internet
	5.3	Describe technologies used for high-speed Internet connections, such as fiber optics, DSL and broadband
	5.4	Describe new Internet-related initiatives, including Internet2 and Microsoft .NET
	5.5	Explain technologies used to enhance online business communications.
6. Wireless technology software applications for wireless devices, Wireless Local Area Networks (WLANs), bluetooth and wireless communications.	6.1	Describe the technology of wireless devices
	6.2	Describe the Wireless Application Protocol and the Wireless Mark-up Language (WML)
	6.3	Analyse how wireless technology is currently used
	6.4	Explain the great variety of wireless applications already in place
	6.5	Describe mobile commerce
	6.6	Explain the future of wireless technology.
7. Internet security issues including malware, internet threats and viruses, security protocols, security attacks and network security.	7.1	Describe the basic concepts of internet security
	7.2	Describe public-key/private-key cryptography
	7.3	Demonstrate setting popular security protocols, such as SSL and SET
	7.4	Define digital signatures, digital certificates and certification authorities
	7.5	Demonstrate knowledge of the various threats to secure systems, from viruses and denial-of-service attacks
	7.6	Describe emerging security techniques, such as biometrics and steganography
8. Different eBusiness advertising methods, promotional techniques for effective electronic advertising and how search engines operate.	8.1	Explain various Internet marketing strategies
	8.2	Describe online marketing research
	8.3	Describe e-mail marketing, investigate different online advertising options
	8.4	Describe options for e-business promotions
	8.5	Explain online public relations advantages and disadvantages
	8.6	Examine business-to-business marketing
	8.7	Analyse search engines and how to increase rankings on search result lists.

9. Tracking visits by cookies; analysing data, Internet Protocol (IP) intelligence technology, internet legal; ethical issues and analysing issues regarding Internet taxation.	9.1	Define cookies
	9.2	Describe the importance of customer relationship management
	9.3	Describe various ways to collect and analyse customer data
	9.4	Explain personalisation efforts and opportunities
	9.5	Explain the responsibilities of a Call Centre
	9.6	Explain the tools used for customer relationship management.
	9.7	Describe the issues of online privacy
	9.8	Define and review the current applications of traditional law to the Internet: defamation, intellectual property and unsolicited e-mail
	9.9	Describe the impact of traditional law on e-commerce
	9.10	Describe the limitations of traditional law with respect to the Internet
10. Online banking; other internet technology services including recruitment, Voice over Internet Protocol (VoIP), on-line learning, on-line games, gambling and stock market.	10.1	Explain online banking services
	10.2	Describe the differences between hybrid and Internet-only banks
	10.3	Examine online lending
	10.4	Describe the ways in which online trading is changing the investment industry
	10.5	Examine the advantages and disadvantages of trading online
	10.6	Evaluate and review Web sites that provide online investing
	10.7	Explain the impact of the Web on financial planning

Methods of Evaluation: A 2½-hour written examination paper with five essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework in eBusiness Fundamentals with a weighting of 100%.

Recommended Learning Resources: eBusiness Fundamentals

Text Books	• eCommerce Best Practices – How to market, sell, and service customers with internet technologies by Thomas M McFadyen and McFadyen Solutions. ISBN-10: 0981595103 • The Complete E-Commerce Book: Design, Build and Maintain a Successful Web-Based Business by Janice Reynolds. ISBN-10: 1578203120 • E-Commerce: Business,Technology, Society by Kenneth C Laudon and Carol Guerico Traver. ISBN-10: 0136006450
Study Manuals	BCE produced study packs
CD ROM	Power-point slides
Software	None