

TITLE	Digital Enterprise and E-Commerce		
CODE	UUIS8100		
LEVEL	8		
CREDITS	20		
PRE REQUISITES	Pre/Co requisite UUIS8000		
AIM	<p>The purpose of this programme component is for students to develop an understanding of the underlying technologies and the driving principles and issues that underpin increasingly networked digital enterprises. Students will develop a working knowledge of the evolving online presence of organisations in terms of e-commerce technology and social media, along with their business and societal impacts in order to be competent in a knowledge based workforce. Students will develop the knowledge of how digital enterprises are adopting innovative business models. The advancement of digital technologies has brought opportunities as well as challenges and risks that have to be managed in a business context. Students will develop the skills to formulate coherent strategies that take full advantage of the opportunities that digital enterprises and e-commerce provide</p>		
LEARNING OUTCOMES	<p>At the end of this component, students will be able to:</p> <ol style="list-style-type: none"> 1. recognise and discuss the key drivers and challenges faced by digital enterprises in terms of business, technology and society issues 2. critically evaluate the role of innovative business models and technologies in order to transform digital enterprises 3. apply research and technical skills required to formulate and evaluate a coherent strategy for a digital enterprise, develop a business website prototype based on this strategy and document and critically evaluate the end-product 4. communicate digital enterprise concepts and strategies to both technical and non-technical audiences within a business context. 5. demonstrate the ability to communicate effectively in a clear and concise manner in written report style for both technical and non-technical managers. 		
CONTENT	<p>The content consists of the following topics:</p> <ul style="list-style-type: none"> • digital enterprise concepts • digital enterprise technology infrastructure • digital enterprise implementation • digital enterprise business strategies and societal issues • emerging digital enterprise sectors. 		
ASSESSMENTS	Assessment Type	Weighting	Learning Outcomes Assessed
	Class Test 1	5%	1 & 2
	Assignment-1: Prototype Website Project and Report	40%	1, 2, 3, & 5
	Class Test 2	5%	4 & 5
	Assignment-2: Final Website Project and Report	50%	1, 2, 3, 4 & 5
RECOMMENDED RESOURCES	<p>Laudon, KC & Traver, CG 2017, <i>E-commerce 2017, business, technology, society</i>, 13th edn, (Global edition), Pearson Education Limited, Harlow, Essex, England</p> <p>Burge, S 2014, <i>Joomla! (3) Explained: your step-by-step guide</i>, 2nd edn, Addison-Wesley Professional, USA</p>		