






**Diploma in eCommerce & Web Design (901) – eBusiness Fundamentals**

<b>Prerequisites:</b> Basic knowledge of computers and file management.	<b>Corequisites:</b> A pass or higher in Diploma in Information Technology or equivalence
<b>Aim:</b> E-Business is an interdisciplinary topic encompassing both business and technology. Basic business aspects and applications throughout the business world include commercial business, government, education, and health services. The major characteristics, opportunities, and limitations of this form of business are explored. Candidates study various issues and risks that exist in the rapidly changing world of e-business. Candidates explore the hardware/software tools and the key technologies used by companies engaging in e-business activities. Candidates 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.	
<b>Required Materials:</b> Recommended Learning Resources.	<b>Supplementary Materials:</b> Lecture notes and tutor extra reading recommendations.
<b>Special Requirements:</b> None	
<b>Intended Learning Outcomes:</b> 1 Describe the history of the Internet and WWW. Define eBusiness and eCommerce.  2. Discuss the different eBusiness models. Define shopping-cart technology and Business-to-Business (B2B) eCommerce.  3. Define how to build, design, develop and manage an eBusiness. Describe a domain name.  4. Describe electronic transfer of funds and the major online payment schemes. Describe online credit card fraud.	<b>Assessment Criteria:</b> 1.1 Examine the growth of e-business and e-commerce 1.2 Explore the opportunities and challenges of creating an online business 1.3 Describe how the Internet and World Wide Web are revolutionising business 1.4 Explore the success of an Internet entrepreneur.  2.1 Identify the different business models implemented on the Internet 2.2 Explore the transition from brick-and-mortar businesses to e-businesses 2.3 Identify the many options available to entrepreneurs online 2.4 Review both B2C and B2B e-business models.  3.1 Discuss the decision to build an e-business 3.2 Review the importance of good Web-site design 3.3 Introduce Web-site features that can enhance a visitor's experience 3.4 Review the various types of e-business solutions 3.5 Explore e-consulting services on the Web  4.1 Explore various methods of conducting online monetary transactions 4.2 Review the application of traditional payment models to the Internet 4.3 Discuss the role of security in support of online monetary transactions

<p>5. Define internet hardware including servers, communication media and storage area networks (SANs). Describe the different ways of connecting to the internet. Discuss communication technology, including intranets, extranets, internet telephony, webcasting and web conferencing.</p>	<p>4.4 Describe Internet-based monetary transaction models: e-billing, micropayments, peer-to-peer payments and digital currency.</p> <p>5.1 Describe how the Internet works</p> <p>5.2 Define some of the communications media and hardware used to connect computers on the Internet</p> <p>5.3 Describe technologies used for high-speed Internet connections, such as fiber optics, DSL and broadband</p> <p>5.4 Relate to new Internet-related initiatives, including Internet2 and Microsoft .NET</p> <p>5.5 Explore technologies used to enhance online business communications.</p>
<p>6. Describe wireless technology. Understand software applications for wireless devices. Define Wireless Local Area Networks (WLANs), bluetooth and wireless communications.</p>	<p>6.1 Describe the technology of wireless devices</p> <p>6.2 Describe the Wireless Application Protocol and the Wireless Mark-up Language (WML)</p> <p>6.3 Analyse how wireless technology is currently used</p> <p>6.4 Explore the great variety of wireless applications already in place</p> <p>6.5 Describe mobile commerce</p> <p>6.6 Illustrate the future of wireless technology.</p>
<p>7. Define internet security, security protocols, security attacks and network security.</p>	<p>7.1 Describe the basic concepts of security</p> <p>7.2 Describe public-key/private-key cryptography</p> <p>7.3 Demonstrate popular security protocols, such as SSL and SET</p> <p>7.4 Understand digital signatures, digital certificates and certification authorities</p> <p>7.5 Demonstrate the various threats to secure systems, such as viruses and denial-of-service attacks</p> <p>7.6 Describe emerging security techniques, such as biometrics and steganography</p>
<p>8. Outline different eBusiness advertising methods. Understand how search engines operate.</p>	<p>8.1 Explore various Internet marketing strategies</p> <p>8.2 Discuss online marketing research</p> <p>8.3 Discuss e-mail marketing, investigate different online advertising options</p> <p>8.4 Discuss options for e-business promotions</p> <p>8.5 Explore online public relations</p> <p>8.6 Examine business-to-business marketing</p> <p>8.7 Analyse search engines and how to increase rankings on search result lists.</p>
<p>9. Understand how to track and analyse data. Define cookies.</p>	<p>9.1 Describe the importance of customer relationship management</p> <p>9.2 Explore various ways to collect and analyse customer data</p> <p>9.3 Discuss personalisation efforts and opportunities</p>

	9.4	Examine the transformation of a call center
	9.5	Explore the tools used for customer relationship management.
	10.1	Explore the issues of online privacy
	10.2	Review the current applications of traditional law to the Internet: defamation, intellectual property and unsolicited e-mail
	10.3	Describe the impact of traditional law on e-commerce
10.	10.4	Define Internet legal and ethical issues. Describe the limitations of traditional law with respect to the Internet
	10.5	Review issues regarding Internet taxation.
	11.1	Discuss online banking services
11.	11.2	Discuss online banking services Describe the differences between hybrid and Internet-only banks
	11.3	Examine online lending
	11.4	Discuss the ways in which online trading is changing the investment industry
	11.5	Examine the advantages and disadvantages of trading online
	11.6	Review Web sites that provide online investing
	11.7	Understand the impact of the Web on financial planning
	11.8	Explore online tutorials, demonstrations and stock market games.

**Recommended Learning Resources:  
eBusiness Fundamentals**

<b>Text Books</b>	<ul style="list-style-type: none"> <li>eCommerce Best Practices – How to market, sell, and service customers with internet technologies by Thomas M McFadyen and McFadyen Solutions. ISBN-10: 0981595103</li> <li>The Complete E-Commerce Book: Design, Build and Maintain a Successful Web-Based Business (Paperback) by Janice Reynolds. ISBN-10: 1578203120</li> <li>E-Commerce: Business, Technology, Society (4th Edition) by Kenneth C Laudon and Carol Guerico Traver. ISBN-10: 0136006450</li> </ul>
<b>Study Manuals</b> 	BCE produced study packs
<b>CD ROM</b> 	Power-point slides
<b>Software</b> 	None

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