Module Code: CSU33BC1
Module Name: e-Business I
ECTS Weighting: 5 ECTS
Semester taught: Semester 1
Module Coordinator: Dr Joeran Beel

Module Learning Outcomes:
On successful completion of this module, students will be able to:

LO1. Understand the Architecture of the World Wide Web and its Applications
LO2. Design and program elements of web-based applications and web services to address an e-business problem.
LO3. Analyse technical choices related to the design and platform selection for a basic e-business web application in relation to the business context and requirements

Module Content:
- Introduction to e-Commerce
- The infrastructure of the Internet
- Internet applications (WWW, FTP, Email, ...)
- Domain names and Internet protocols
- Business models on the Web
- Personalization and user tracking
- HTML, CSS, XML, JSON, and encoding
- Programming for the Web (e.g. HTML5; JavaScript; PHP; JSP)
- Web Services (SOAP and REST)

Teaching and Learning Methods:
Lectures, labs, and course work.

Assessment Details:

<table>
<thead>
<tr>
<th>Assessment Component</th>
<th>Brief Description</th>
<th>Learning Outcomes Addressed</th>
<th>% of total</th>
<th>Week set</th>
<th>Week due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examination</td>
<td>2 hour written examination</td>
<td>All</td>
<td>60%</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Course Work</td>
<td>Programming Project, with multiple milestones to be met</td>
<td>All</td>
<td>40%</td>
<td>tba</td>
<td>tba</td>
</tr>
</tbody>
</table>

Reassessment Details:
e.g. Examination (2 hours, 100%)

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1 TEP Glossary
2 TEP Guidelines on Workload and Assessment
### Contact Hours and Indicative Student Workload

<table>
<thead>
<tr>
<th>Contact Hours (scheduled hours per student over full module), broken down by:</th>
<th>33 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>lecture</td>
<td>22 hours</td>
</tr>
<tr>
<td>laboratory</td>
<td>11 hours</td>
</tr>
<tr>
<td>tutorial or seminar</td>
<td>0 hours</td>
</tr>
<tr>
<td>other</td>
<td>0 hours</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Independent study (outside scheduled contact hours), broken down by:</th>
<th>83 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>preparation for classes and review of material (including preparation for examination, if applicable)</td>
<td>36 hours</td>
</tr>
<tr>
<td>completion of assessments (including examination, if applicable)</td>
<td>47 hours</td>
</tr>
</tbody>
</table>

| Total Hours | 116 hours |

### Recommended Reading List

### Module Pre-requisites

**Prerequisite modules:** nA

**Other/alternative non-module prerequisites:** Good general programming skills in at least one programming language (e.g. JAVA, Python, or PHP).

### Module Co-requisites

### Module Website

### Last Update

24/07/2019 by Joeran Beel