BN3374 – eBUSINESS SYSTEMS DEVELOPMENT

Module Number: BN3374

Module Title: eBusiness Systems Development

Number of Aston Credits: 10

Total Number of ECTS Credits: 5

(European Credit Transfer)

Staff Member Responsible for the Module:

Dr Christopher Brewster

Operations & Information Management Group

ABS Building, 2nd Floor, Extension 3233

Email: brewstca@aston.ac.uk

Availability: Please use online booking system (http://wass.aston.ac.uk/wass) or group administrator,

John Morley, ABS266, Extension 3236

Other Staff Contributing to the Module: None

Pre-Requisite(s) for the Module: BN3369 Advanced Business Computing

Module Learning Outcomes:

Upon successful completion of the module students will be able to:

- Extend the knowledge and skills introduced in the pre-requisite module. This development will enable students to integrate already acquired technical knowledge, with business analysis and interaction skills and the key skills required to keep up to date in both areas.
- Develop a client focussed pilot, that is, a web application. Currently, the focus is on advanced e-business technology (Web 2.0, Semantic Web and Linked Data).

Module Content:

The module will be divided into two parts. In the first part students are asked to select a case scenario that will be the starting point for an analysis of the eBusiness possibilities. The output of that is a development proposal to develop selected company potential for data exchange. This process will require students to review

the available technology and select one or more techniques to adopt as the basis for providing the required support. The submitted proposal will identify the facilities to be provided, the mechanisms for providing them and a practical plan for evaluating their suitability and acceptability. This process will be undertaken individually or in small groups depending on the number of students taking the module. The proposal will be expected to include elements of Web 2.0 / Semantic Web / Linked Data technology.

The second part of the module will consist of the development process supported by tutorial or surgery sessions to guide and support the development work as required. The development will be regarded as the pilot phase of a longer project with the aim of establishing or proving the various technologies and functions included in the proposal document.

The module is designed to extend the knowledge and understanding of students in an applied context and to develop the skills required to adapt to new developments as they occur in the future. This will depend on developing the skills needed to link and integrate theory and practice.

International Dimensions:

Web Science and E-business are viewed as international processes. Reference will be made to websites, companies and technologies from around the world.

Corporate Connections:

This is a hands-on IT development module but the case scenario is closely based on a new company.

Links with Research:

This module provides fundamental knowledge and expertise in order to understand research developments. It is extensively informed and updated in the light of the instructor's research interests.

Learning and Teaching Rationale and Methods:

The module will be based on all the stages of a development project from the initial specification and design through to its implementation on a www server. A case scenario will provide the students with an opportunity to undertake both a business analysis and a technology review, to create a development proposal, build a prototype and demonstrate it to a client. Comment and feedback will be given to the student following the demonstration.

The module is designed to integrate an understanding of IT technology, its use in the creation of business support systems and the knowledge and skills needed to interact as effective IT consultants in business contexts.

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Contact and Directed Learning:

Lectures	9 hours
Tutorials	9 hours
Demonstration to client	2 hours
Practical Work	30 hours
Coursework preparation	24 hours
Private Study	26 hours
Total	**100 hours**

Ethical Approval:

This module does not require any primary research and no ethical approval will be necessary.

Assessment and Feedback Rationale and Methods:

There are four items of assessed work worth 20%, 25%, 15% and 40%. The first item is the system development proposal, made in responses to the new business that could benefit from the application of Web 2.0 principles (and related technology). This should reflect the ability of students to conceive of suitable e-Business applications in terms that future clients can appreciate as well as demonstrating an appreciation of suitable IT techniques.

The second item of coursework (worth 25%) is the demonstration of the prototype system. The students should show an appreciation of the business requirements while also being able to justify the technology used. They will be expected be able to respond to any questions about their prototype.

The third item of coursework (worth 15%) is a short presentation made in class based on private study of one of the technological topics raised or proposed by the instructor. The presentation may involve a variety of media and the material will be made available to other students subsequently as a collaborative learning resource.

The final item of assessed work (worth 40%) will be a review prepared about the developed system, therefore it should refer back to the original proposal. This will focus on its current ability to satisfy the initial proposal, any further development required to improve, its basic ability and a consideration of the possibility of either providing better or additional business support perhaps using alternative techniques. The review should also include assessments of the development skills and

resources required for the recommendations, particularly where reference is made to emerging technologies.

Feedback will be provided throughout – in class as a group, during office hours to groups and individual students, and a written or oral comments on work submitted. Students are encouraged to utilise lecturer office hours to obtain more detailed feedback and advice.