UK

SYLLABUS 2026-2027

E-Commerce Management

MODULE SPECIFICATION

Module Code	2627_MKT_1_EN_026
Campus	Oxford
Department(s)	Marketing
Level / Semester	Undergraduate Year 3 (U3); Equivalent to FHEQ level 6 Semester 06
Language of Instruction	English
Teaching Method	☒ In-person (face-to-face) ☐ Distance learning (live online) ☐ e-Learning (asynchronous) ☐ Hybrid: _____
Pre-requisite(s)?	None
ECTS *Reminder: 1 ECTS = between 20 and 30hr- student workload*	4
Equivalent FHEQ credits	8
Study Hours	80 hours which comprise of 30 directed learning and 50 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module explores digital commerce ecosystems, business models, and customer engagement strategies. Students design data-driven e-Commerce solutions while addressing regulatory, cybersecurity, and ethical issues. Emphasis is on integrating marketing, platform design, and strategic performance optimisation.
Teaching Arrangement	Class time will be devoted to lectures, watching related videos, and class discussions. In-class exercises, case studies, and academic and

	professional articles will be used in order to apply knowledge-based content into competencies. In addition, students will be asked to read recommended chapters, articles, and (or) case studies in advance in order to solve managerial problems and enrich class discussion.
Learning Outcomes	By the end of this module, students should be able to: 1. Critically evaluate e-Commerce business models and identify opportunities for growth and competitive advantage. 2. Develop and implement e-Commerce and m-Commerce platforms, ensuring compliance with legal, ethical, and cybersecurity standards. 3. Formulate data-driven e-Commerce strategies by integrating managerial and theoretical knowledge to optimise business performance. 4. Select and apply effective online marketing and communication channels to enhance customer acquisition and engagement.
Competency Goals *(Knowledge, expertise and interpersonal skills)*	PGE_U_CG03 - Develop and implement marketing and sales strategy PGE_U_CG07 - Improve performance through digitalisation
Alignment with Programme Learning Goals	PGE_U_CG03_LO02 - Develop a business strategy and implement a marketing plan PGE_U_CG07_LO01 - Lead a digital transformation initiative

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

Session 1: Introduction to e-Commerce

Content:

- What is e-Commerce?
- Features of e-Commerce
- Understanding e-Commerce
- Group work assignment instructions and formation of groups for the group project

References:

- Laudon, K.C. and Traver, C.G. (2023) *E-commerce: Business, technology, society*. 17th edn. Harlow, United Kingdom: Pearson. (Chapter 1)

Assignments:

- Understand e-Commerce ecosystem

Session 2: e-Commerce Business Strategies

Content:

- Key elements of a business model:

    - B2C
    - B2B
- Group work assignments

References:

- Laudon, K.C. and Traver, C.G. (2023) *E-commerce: Business, technology, society*. 17th edn. Harlow, United Kingdom: Pearson. (Chapter 2)
- Ballestar, M.T., Grau-Carles, P. and Sainz, J. (2018) 'Customer segmentation in e-commerce: Applications to the cashback business model', *Journal of Business Research*, 88, pp. 407–414. doi:10.1016/j.jbusres.2017.11.047.
- Kraus, S., Filser, M., Puumalainen, K., Kailer, N. and Thurner, S. (2020) 'Business model innovation: A systematic literature review', *International Journal of Innovation and Technology Management*, 17(06). doi:10.1142/s0219877020500431.

Assignments:

- Analyse e-Commerce business model by using business model canvas

Session 3: e-Commerce Infrastructure

Content:

- Internet and access
- The Web
- Mobile apps
- e-Commerce presence
- Demonstrate how to design an e-Commerce site using Wix (or another similar platform)
- Demonstrate how Search Engine Optimisation and Search Engine Advertising works
- Demonstrate how Google Trends can be used for keyword research

References:

- Laudon, K.C. and Traver, C.G. (2023) *E-commerce: Business, technology, society*. 17th edn. Harlow, United Kingdom: Pearson. (Chapter 4)
- Ashraf, A.R., Thongpapanl Tek, N.T., Anwar, A., Lapa, L. and Venkatesh, V. (2021) 'Perceived values and motivations influencing M-commerce use: A nine-country comparative study', *International Journal of Information Management*, 59, p. 102318. doi:10.1016/j.ijinfomgt.2021.102318.

Assignments:

- Design effective e-Commerce and m-Commerce platforms
- Understand the practical elements related to e-Commerce business

Session 4: e-Commerce Security and Payment System

Content:

- Security environment and threats
- Technology solutions
- Management policies
- Payment systems

References:

- Laudon, K.C. and Traver, C.G. (2023) *E-commerce: Business, technology, society*. 17th edn. Harlow, United Kingdom: Pearson. (Chapter 5)

Assignments:

- Understand and implement secure e-Commerce business

Session 5: e-Commerce Marketing

Content:

- Online consumers
- Marketing strategies, tools, and technologies
- Social media marketing
- Mobile marketing
- Demonstrate how Canva can be used for content creation of an e-Commerce business

References:

- Laudon, K.C. and Traver, C.G. (2023) *E-commerce: Business, technology, society*. 17th edn. Harlow, United Kingdom: Pearson. (Chapters 6 & 7)
- Davcik, N.S., Langaro, D., Jevons, C. and Nascimento, R. (2021) 'Non-sponsored brand-related user-generated content: Effects and mechanisms of consumer engagement', *Journal of Product & Brand Management*, 31(1), pp. 163–174. doi:10.1108/jpbm-06-2020-2971.
- Zaman, M., Vo-Thanh, T., Hasan, R. and Mohiuddin Babu, M. (2021) 'Mobile channel as a strategic distribution channel in times of crisis: A self-determination theory perspective', *Journal of Strategic Marketing*, pp. 1–16. doi:10.1080/0965254x.2021.1959629.
- Hasan, M.R., Jha, A.K. and Liu, Y. (2018) 'Excessive use of online video streaming services: Impact of recommender system use, psychological factors, and motives', *Computers in Human Behavior*, 80, pp. 220–228. doi:10.1016/j.chb.2017.11.020.

Assignments:

- Application of diverse online and social media marketing approaches

Session 6: Ethics and Legal Environment

Content:

- Ethical and political issues
- Privacy and information rights
- Intellectual property rights
- GDPR, Digital Market Act, Online Safety Bill

References:

- Laudon, K.C. and Traver, C.G. (2023) *E-commerce: Business, technology, society*. 17th edn. Harlow, United Kingdom: Pearson. (Chapter 8)
- Chawla, N. and Kumar, B. (2021) 'E-commerce and Consumer Protection in India: The emerging trend', *Journal of Business Ethics*, 180(2), pp. 581–604. doi:10.1007/s10551-021-04884-3.
- *The Digital Markets Act: Ensuring fair and open digital markets* (2023) *European Commission*. Available at: https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/europe-fit-digital-age/digital-markets-act-ensuring-fair-and-open-digital-markets_en.
- *Online Safety Act* (2023) *GOV.UK*. Available at: https://www.legislation.gov.uk/ukpga/2023/50.

Assignments:

- Understand the ethical and legal aspects of e-Commerce

Session 7: Group Work Presentations and Preparation for Final Exam (Q&A)

Last reviewed: 18/09/2026

Content:

- Presentations of group work
- Final exam preparation (Q&A)

KEY TEXTS

1. Laudon, K.C. and Traver, C.G. (2023) *E-commerce: Business, technology, society*. 17th edn. Harlow, United Kingdom: Pearson.

SUPPLEMENTARY TEXTS / ADDITIONAL RESOURCES

1. Atherton, J. (2023) *Social media strategy: A practical guide to social media marketing and customer engagement*. 2nd edn. Kogan Page.
2. Vo-Thanh, T., Zaman, M., Hasan, R., Rather, R.A., Lombardi, R. and Secundo, G. (2021) 'How a mobile app can become a catalyst for sustainable social business: The case of Too Good to Go', *Technological Forecasting and Social Change*, 171. doi:10.1016/j.techfore.2021.120962.
3. Lemon, K.N. and Verhoef, P.C. (2016) 'Understanding customer experience throughout the customer journey', *Journal of Marketing*, 80(6). doi:10.1509/jm.15.0420.
4. Bataoui, S. (2022) 'When e-commerce becomes more human by transposing the hospitality concept to merchant websites', *Journal of Retailing and Consumer Services*, 65. doi:10.1016/j.jretconser.2021.102831.
5. Hasan, M.R., Jha, A.K. and Liu, Y. (2018) 'Excessive use of online video streaming services: Impact of recommender system use, psychological factors, and motives', *Computers in Human Behavior*, 80, pp. 220–228. doi:10.1016/j.chb.2017.11.020.
6. Ballestar, M.T., Grau-Carles, P. and Sainz, J. (2018) 'Customer segmentation in e-commerce: Applications to the cashback business model', *Journal of Business Research*, 88, pp. 407–414. doi:10.1016/j.jbusres.2017.11.047.
7. Kraus, S., Filser, M., Puumalainen, K., Kailer, N. and Thurner, S. (2020) 'Business model innovation: A systematic literature review', *International Journal of Innovation and Technology Management*, 17(06). doi:10.1142/s0219877020500431.
8. Ashraf, A.R., Thongpapanl Tek, N.T., Anwar, A., Lapa, L. and Venkatesh, V. (2021) 'Perceived values and motivations influencing M-commerce use: A nine-country comparative study', *International Journal of Information Management*, 59, p. 102318. doi:10.1016/j.ijinfomgt.2021.102318.
9. Chawla, N. and Kumar, B. (2021) 'E-commerce and Consumer Protection in India: The emerging trend', *Journal of Business Ethics*, 180(2), pp. 581–604. doi:10.1007/s10551-021-04884-3.
10. Davcik, N.S., Langaro, D., Jevons, C. and Nascimento, R. (2021) 'Non-sponsored brand-related user-generated content: Effects and mechanisms of consumer engagement', *Journal of Product & Brand Management*, 31(1), pp. 163–174. doi:10.1108/jpbm-06-2020-2971.
11. Zaman, M., Vo-Thanh, T., Hasan, R. and Mohiuddin Babu, M. (2021) 'Mobile channel as a strategic distribution channel in times of crisis: A self-determination theory perspective', *Journal of Strategic Marketing*, pp. 1–16. doi:10.1080/0965254x.2021.1959629.

Last reviewed: 18/09/2026

MODES OF ASSESSMENT

Continuous Assessment (40%)	Case study	10%
	Group report and presentation	30%
Final Exam (60%)	Closed book written exam	

MODULE DESIGN TEAM

- Author: *Rajibul Hasan*
- Reviewer: *Nebojsa Davcik*
- External Reviewer: *John Mariampillai*

Last reviewed: 18/09/2026