

APPROVED

WM8006: eCommerce and Entrepreneurship

Course Details

Course Code:	WM8006		
Course Title:	eCommerce and Entrepreneurship	APPROVED	
Short Title:	eCom		
Course Level::	Level 8		
Valid From::	2022/2023 Sem 1		
Credits::	15		
Owner:	Web Media		
Assessment Method:	Achievement		
Course Aim	This course enables students to apply the principles, methods, and key concepts of ecommerce and entrepreneurship involved in building a successful web startup with due consideration of analysis and minimization of associated risk.		

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Develop a concept plan for an entrepreneurial idea in web media.
2	Create a start-up structure (ontology) around the web media discipline.
3	Develop risk minimisation strategies for a web start-up.
4	Critically evaluate legal, ethical, social, professional issues surrounding an entrepreneurial web media idea.
Requisites	
<ul style="list-style-type: none"> Pre Requisite: WM6009 	

Examinations
Assessment Type Examination (Unseen)
No Other Controlled Assessments
Uncontrolled Assessments
Assessment Type Project (Group)
Assessment Type Project (Individual)
Assessment Type Essay

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BWM7000	Associate Degree in Web Media	1	Programme
BWM7000	Associate Degree in Web Media	2	Programme
BWM8000	Bachelor of Web Media	2	Programme
BWM8000	Bachelor of Web Media	3	Programme
DSM6001	Diploma in Social Media Marketing	1	Programme
No Code Yet	Bachelor of Web Media (Updated)	1	Programme
TBC	To be deleted	1	Programme