

Course Unit Descriptor

<b>Study Programme:</b> Information Technologies		
<b>Course Unit Title:</b> Introduction to e-Business		
<b>Course Unit Code:</b> IT103		
<b>Name of Lecturer(s):</b> Aleksandra Klačnja Milićević		
<b>Type and Level of Studies:</b> Bachelor Academic Degree		
<b>Course Status (compulsory/elective):</b> Compulsory		
<b>Semester (winter/summer):</b> Summer		
<b>Language of instruction:</b> Serbian (primary), English (secondary)		
<b>Mode of course unit delivery (face-to-face/distance learning):</b> Face-to-face		
<b>Number of ECTS Allocated:</b> 6		
<b>Prerequisites:</b> None		
<p><b>Course Aims:</b></p> <p>Introducing students to the basic principles of e-business, business models and strategies, as well as techniques for developing e-business applications and web sites using currently popular software packages, web authoring and development tools.</p>		
<p><b>Learning Outcomes:</b></p> <p><i>Minimum:</i> At the end of the course, successful students should be able to understand the concepts and importance of e-business in modern business environments, and apply them for developing simple applications.</p> <p><i>Desirable:</i> At the end of the course, successful students should be able to understand the concepts and importance of e-business in modern business environments, be aware of the principles and practice of a good approach to the design and development of e-business systems and be able to apply these principles in practice.</p>		
<p><b>Syllabus:</b></p> <p><i>Theory</i></p> <p>Business models and concepts of e-commerce. Technologies for implementation of e-business. Differences between e-business and e-commerce. B2B, B2C, C2C approaches. M-commerce. P2P networks. Infrastructure of e-commerce. Ethical, social, and political issues in e-commerce. Web site development. Systems for electronic payment and cash flow, security and control. E-business security. Application of intelligent agents. Search engines – advanced search techniques, search engine optimization methods. Small and medium-sized companies and e-business. On-line services. Marketing strategies and advertisement on the Internet.</p> <p><i>Practice</i></p> <p>Business model for e-business and e-commerce – solution analysis, discussion and drawing conclusions. Typical application of e-business. Analysis of various foreign and domestic B2B, B2C, C2C solutions. Develop own solutions: business model, business website, business blog and marketing strategy.</p>		
<p><b>Required Reading:</b></p> <p>K. C. Laudon, C. G. Traver, (2017). <i>E-Commerce: Business, Technology, Society</i>, 12th Edition, Prentice Hall</p> <p>Chaffey D. (2011). <i>E-business and E-commerce Management: Strategy, Implementation and Practice</i>. Pearson E..</p>		
<b>Weekly Contact Hours:</b> 4	<b>Lectures:</b> 2	<b>Practical work:</b> 2
<p><b>Teaching Methods:</b></p> <p>This course includes lectures, presentations, and demonstrations, as well as hands-on and practical exercises that provide</p>		

both a sound base of learning and an opportunity to test and develop skill. Students complete assigned readings, group projects, and participate in exercises and discussions. Students apply the mastered techniques making a variety of applications, whose complexity increases during the semester. Knowledge of students is tested through two colloquiums, four project tasks and oral exam.

**Knowledge Assessment (maximum of 100 points):**

<b>Pre-exam obligations</b>	Points	<b>Final exam</b>	points
Active class participation		written exam	
Practical work	40	oral exam	40
Preliminary exam(s)	20		
Seminar(s)			

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.