Level: bachelor	
Course title: Introduction to e-business (code I221)	
Status: obligatory for the study module of *Information Technologies*, elective for the module of *Computer Science*	
ECTS: 7	
Requirements: none	

Learning objectives

Introducing students to the basic principles of e-business, business models and strategies, as well as techniques for their implementation.

Learning outcomes

Minimal: Students should be able to understand the concepts and importance of e-business in modern business environments.

Desirable: Students should be able to understand and apply the concepts of e-business in modern business environments.

Syllabus

Theoretical instruction

Introduction to e-commerce. Business models and concepts of e-commerce. Technologies for implementation of e-business. B2B, B2C, C2C approaches. M-commerce. P2P networks. Infrastructure of e-commerce. Intelligent agents. Web site development. Systems for electronic payment and cash flow, security and control. View of e-business security. Search engine optimization. Small and medium-sized companies and e-business. Research and development in e-business. On-line services. Marketing and advertisement on the Internet. Analysis of the state of e-business in Serbia.

Practical instruction

Typical application of e-business. Analysis of various foreign and domestic B2B, B2C, C2C solutions. P2P techniques – software testing, discussion of application possibilities, ethical aspects, etc. Application of intelligent agents. Search engines – advanced search techniques, search engine optimization methods. Security protocols and applications. Use of electronic banking – comparative analysis of different domestic and foreign solutions. Development of marketing strategies. Data mining and e-business. Team problems (business model for e-business (commerce), etc.) – solution analysis, discussion, drawing conclusions.

Weekly teaching load				Other: 0
Lectures: 2	Exercises: 2	Other forms of teaching: 0	Student research: 0	