

<b>Level:</b> master				
<b>Course title:</b> E- Business in Tourism (MT226)				
<b>Status:</b> elective				
<b>ECTS:</b> 6				
<b>Requirements:</b> none				
<b>Learning objectives</b> Students will learn about the contemporary issues of the use of electronic technology in the business. Special accent is put on introducing students to the e-trade as the most important activity of e-business in tourism.				
<b>Learning outcomes</b> Students will gain competence in the theoretical and practical knowledge of e-business, e-commerce transactions and systems for the implementation of e-business.				
<b>Syllabus</b> <i>Theoretical instruction</i> Basics of e-business. E-business in tourism. Regulation of e-commerce. Electronic technologies in business (electronic information systems, electronic data interchange, electronic data numbering, the Internet, mobile technology). Activities of e-commerce (electronic retailing, mobile commerce, electronic foreign trade, electronic production and distribution). Privacy and security of e-transactions. E-business in tourism in Serbia. The directions of development of e-business.  <i>Practical instruction</i> Practical introduction to the most important e-business technologies in tourism enterprises. Writing a term paper.				
<b>Weekly teaching load</b>				Other:
Lectures: 2	Exercises: 2	Other forms of teaching:	Student research:	