

<b>Study programme(s):</b> Information Technologies			
<b>Level:</b> Bachelor			
<b>Course title:</b> Introduction to e-Business			
<b>Lecturer:</b> Aleksandra Đ. Klačnja-Milićević			
<b>Status:</b> obligatory			
<b>ECTS:</b> 6			
<b>Requirements:</b> none			
<b>Learning objectives</b> 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.			
<b>Learning outcomes</b> <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. <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.			
<b>Syllabus</b> <i>Theoretical instruction</i> 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. <i>Practical instruction</i> 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.			
<b>Literature</b> <i>Recommended</i> K. C. Laudon, C. G. Traver, (2017). <i>E-Commerce: Business, Technology, Society</i> , 12th Edition, Prentice Hall Chaffey D. (2011). <i>E-business and E-commerce Management: Strategy, Implementation and Practice</i> . Pearson E.			
<b>Weekly teaching load</b>			
Lectures:2	Exercises:2	Practical Exercises:2	Student research:
			Other:
<b>Teaching methodology</b> This course includes lectures, presentations, and demonstrations, as well as hands-on and practical exercises that provide 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.			
<b>Grading method (maximal number of points 100)</b>			
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>
Colloquia	20	Oral exam	40
Project tasks	40		