

Study programme: Master in Tourism			
Level: master			
Course title: E- Business in Tourism (MT226)			
Teacher: dr Uglješa V. Stankov			
Status: elective			
ECTS: 6			
Requirements: None			
Learning objectives			
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.			
Learning outcomes			
Students will gain competence in the theoretical and practical knowledge of e-business, e-commerce transactions and systems for the implementation of e-business.			
Syllabus			
<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.			
Literature:			
1. Stankić, R., Stankić, M. (2008): Informatika u turizmu. Viša turistička škola, Beograd.			
2. Zhou, Z . (2004): E-commerce and information technology in hospitality and tourism. Delmar Learning, Clifton Park.			
3. Šapić, D. (2004): Poslovanje preko Interneta, Daniel Print, Novi Sad.			
Weekly teaching load			4(60)
Lectures: 2	Exercises: 2	Other forms of teaching: /	Student research: /
Other:			
Methods of Teaching: Lectures, Illustration and Demonstration Practical skills			
Knowledge score (maximum 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Practical skills	0-5	Oral examination	30-45
Colloquia	20-40	
Seminar paper	0-5		