

Study programme(s): Information Technologies			
Level: Bachelor			
Course title: Introduction to e-Business			
Lecturer: Aleksandra Đ. Klačnja-Milićević			
Status: obligatory			
ECTS: 6			
Requirements: none			
Learning objectives 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.			
Learning outcomes <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.			
Syllabus <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.			
Literature <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.			
Weekly teaching load			
Lectures:2	Exercises:2	Practical Exercises:2	Student research:
			Other:
Teaching methodology 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.			
Grading method (maximal number of points 100)			
Pre-exam obligations	points	Final exam	points
Colloquia	20	Oral exam	40
Project tasks	40		