COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM
LEVEL OF STUDY	UNDERGRADUATE
COURSE CODE	1605-230402 **SEMESTER** 4th
TITLE	**e-Business**

Autonomous Teaching Activities	WEEKLY TEACHING HOURS	CREDITS
Lectures and Laboratory Exercises	3	5
Lectures		
Practice Exercises/Laboratory		

COURSE TYPE	GENERAL BACKGROUND
PREREQUISITE COURSES	NONE
TEACHING LANGUAGE	GREEK AND ENGLISH
COURSE OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBPAGE (URL)	

2. LEARNING OUTCOMES

Learning outcomes

The course aims to show students that through a global web network in combination with new technological infrastructures and business models, opportunities for new business activities are provided, more efficient management of inter-business processes, direct interactive communication, and business transactions with business clients. and citizens by electronic means.

Upon successful completion of the course students will be able to:

1. KNOWLEDGE: Recognize the effects of technology and especially the internet on modern business and identify the basic principles of E-Business and E-Commerce.

2. DISTRIBUTION: Distinguish the role of Management within the framework of e-Entrepreneurship

3. APPLICATION: Examine new business models of Electronic Business

4. ANALYSIS: Combine the components that make up a modern E-commerce business such as platform selection (eCommerce Platform), user experience (User Experience), payments (Payments), CRM & ERP, Digital Marketing, branding (digital advertising), SEO, social media, Affiliate Marketing, Web Analytics.

5. COMPOSITION: Create and organize a prototype online store with ready-made tools & internet services

6. ANALYSIS: Evaluate and measure the performance of a website and an online store

General Skills

- Search, analysis and synthesis of data and information, using the necessary technologies
- Teamwork
- Adaptation to new situations
- Project design and management

3. COURSE CONTENT

The theoretical part will present definitions and historical data for the development of the Internet and e-business and commerce, basic business models, functions of an online store, technologies used, security and protection issues, legal issues, etc. Business models of e-business are analyzed., its various applications (online store, e-auction, e-mall, e-banking), its legal framework, internet technology, and security issues, and answers to business strategy questions.

In the laboratory part of the course, students will be taught how Internet technologies can be used today to create successful business models and turn a business into an e-business, and study successful and failed examples of online stores and various other businesses. Finally, students will design and develop a prototype online store with ready-made tools & internet services.

Theoretical part:

1st Introductory Concepts E-Commerce & E-Business
2nd Opportunities of e-business
Risks of e-business
What is the difference between e-commerce and e-business?
3rd Business or consumer models for e-commerce transactions
4th Consumer Acceptance of Digital Technologies - Lever of Consumer Acceptance of the Internet - Barriers to Consumer Acceptance of the Internet - Barriers to Acceptance of E-Business and E-Commerce
5th Introduction to B2B and B2C companies
6th Management Response to E-Commerce and Business - Strategy and Applications
7th Categories and Models of Electronic Business (eBusiness Models)
8th E-Commerce Components (eCommerce Components)
9th Internet Technologies, Standards, and Applications
10th Platform Choice (eCommerce Platform), User Experience (User Experience), Suppliers & Products (Suppliers & Product mix), Warehouse, Shipping & Returns, Payments, Payments, CRM & ERP, Call Center, Digital Marketing Legal)
11th Mobile commerce (m-commerce)
12th Electronic Business / Business Plan (e-Business Plan)
13th Case Studies

Laboratory part:
1st Content Management Systems
2nd Installation of Joomla
3rd Introduction to Joomla
4th Creating pages in Joomla CMS
5th Customization of the website
6th Exercises in Joomla!
7th Virtue Mart
8th Complete scenario
9th Installation of WordPress
10th Introduction to WordPress

11th WordPress Blog Creation
12th Website Development in WordPress
13th Other management issues

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Presentations with teaching in the classroom and support (forum, chat) through the Electronic Classroom Management System of the Foundation
ICT USE	E-Store Creation Software (CMS), E-Classroom Management Software to support the learning process (Moodle)

TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Laboratory Exercises	15
	Individual works/presentations	16
	Preparation of Teamwork	40
	Self-study	40
	Total	150

ASSESSMENT	I. Written final exam (60%) which includes: - Multiple-choice questions Case Studies Purpose of assessment: The test of understanding the basic elements of the course. Evaluation criteria: The correctness, completeness, clarity, and critical evaluation of the answers. II. Teamwork (30%): 1. Design and Development of an Online Store with ready-made tools and services of the Internet. the 2. Digital transformation Purpose of evaluation: The skills that students have developed in designing and developing a documented e-commerce solution, the control of the skills they have developed in internet tools and services, and their ability to design and implement a project as a team. Evaluation criteria: The documentation, its completeness, the quality and the current literature, the organization and management of the teamwork, and its presentation. III. Participation and Individual Oral Test (10%) Topics covered in theoretical lectures and laboratory courses. The test takes place in the room at the end of the semester and before the final written exams. Purpose of evaluation: The control of the students'

| | progress about the educational goals, feedback, and possible modification of the teaching (finetuning). |

5. REFERENCES

4. RECOMMENDED-BIBLIOGRAPHY

Suggested bibliography
Laudon Kenneth, Traver Carol Guercio (2018). E-COMMERCE, Publications of A. PAPASOTIRIOU & CO. PC, Book Code in Eudoxos: 77112547.
Turban Efraim, Outland Jon, King David (2020). BROKEN HILL PUBLISHERS LTD, Book Code in Eudoxus: 94643838
Supplementary bibliography
Chaffey, Dave, (2011). E-business and e-commerce management: strategy, implementation, and practice, 5th ed., ISBN - 10: 0273752014, ISBN - 13: 978-0273752011.
Pollali G, Giannakopoulos D, (2007). Electronic Business, STAMOULI Publications, Athens.

Related scientific journals
• Electronic Commerce Research, Springer.
• International Journal of Electronic Commerce (IJEC), M.E. Sharpe Inc.
• Electronic Commerce Research and Applications, Elsevier.
• International Journal of Electronic Business, Interscience Publishers