

**(Table 5.2) Course unit description**

Study program: <b>Informatics</b>			
Type and level of studies: <b>Undergraduate Academic Studies</b>			
<b>Course unit: ELECTRONIC BUSINESS</b>			
<b>Teacher in charge: Stefanovic Nenad</b>			
Language of instruction ( <i>English or other foreign language</i> ) <b>English</b>			
ECTS: <b>7</b>			
Prerequisites: <b>no</b>			
Semester ( <i>Winter Semester or Summer Semester</i> ) <b>Summer</b>			
<b>Course unit objective</b> Master the basic concepts, methods, techniques and tools related to electronic business and commerce.			
<b>Learning outcomes of Course unit</b> Students will acquire the necessary theoretical and practical knowledge and skills needed for the design, development and implementation of electronic business solutions. Acquired knowledge and skills can be used for working on variety of e-business projects, as well as for taking the official international exams in these domains.			
<b>Course unit contents</b>			
<i>Theoretical classes</i> Basics of e-business; E-business models; E-business strategy, implementation and evaluation; Design of e-business systems; Internet marketing, SEO, CRM, SCM, e-banking, e-government, e-commerce payment systems, security, ebXML.			
<i>Practical classes</i> Design and development of e-commerce web site (ASP.NET). Creating e-commerce web sites in some of the content management systems (Joomla-Virtuemart, WordPress-woo commerce, Magento, etc.).			
<b>Literature</b>			
1. In Lee, Electronic business: concepts, methodologies, tools, and applications, IGI Global, 2008. 2. Tawfik Jelassi and Albrecht Enders, Strategies for e-business - Creating Value through Electronic and Mobile Commerce Concepts and Cases, Prentice Hall, Financial Times, 2004.			
<b>Number of active teaching hours</b>			<b>Other classes</b>
Lectures: <b>2</b>	Practice: <b>2</b>	Other forms of classes: Independent work:	
<b>Teaching methods:</b>			
<ul style="list-style-type: none"> <li>- Blended learning - Combination of classical and e-learning.</li> <li>- Interactive teaching with multimedia content.</li> <li>- Classroom and online lectures.</li> <li>- Usage of the Office 365 platform for document and content management, video conferencing, social networking and collaboration.</li> </ul>			
<b>Examination methods (maximum 100 points)</b>			
<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>
Student's activity during lectures	<b>4</b>	oral examination	<b>30</b>
Practical classes		written examination	
Tests	<b>66</b>	Project	
Project			
Other			
<b>Grade</b>			
<b>10</b>	<b>No. of points</b>	<b>Description</b>	
	<b>91-100</b>	Excellent	
<b>9</b>	<b>81-90</b>	Exceptionally good	
<b>8</b>	<b>71-80</b>	Very good	
<b>7</b>	<b>61-70</b>	Good	
<b>6</b>	<b>51-60</b>	Passing	
<b>5</b>	<b>0-50</b>	Failing	

