

<b>Study program: Modern computer technologies</b>			
<b>Course title:</b> E business			
<b>Professor/assistant:</b> Zoran Veličković / Miloš Stošić			
<b>Type of course:</b> compulsory			
<b>ECTS credits:</b> 6			
<b>Pre-requisites:</b>			
<b>Aims of the course:</b> Preparing students to: - learn basic concepts related to electronic commerce such as globalization of business processes, electronic commerce, e-banking, e-commerce models, m-commerce, e-government, and infrastructure of public key; - study models of e-commerce, customer relationship management (CRM), partner relationship management (PRM), and management of retail chains; - learn how to solve practical problems in the field of corporation representation, market research via Web, and marketing and advertising over the Internet.			
<b>Learning outcomes:</b> It is expected that after passing the exam students can: - define and describe the support Web site e-business; - compare and analyze characteristics of e-business models applied to the site; - distinguish standard techniques for implementation of electronic banking on the WEB; - define the details and implement appropriate e-business models; - detect problems in implementation and realization of e-business and propose appropriate solutions.			
<b>Syllabus</b> <u>Theoretical part:</u> Introduction to e-business. E-commerce or e-commerce? Objectives of the introduction to e-business. Business models of e-commerce. Virtual organizations. Development of information systems and e-business. Internet: the basis of new technologies. Intranet-Extranet-Internet. Forms of electronic commerce. Integration of business applications. Consumer relationship management (CRM). Partner Relationships Managing (PRM). Management of retail chains. Mobile commerce (m-commerce). E-banking. Smart cards. E-business in public administration (e-government). Data protection in e-business. Public key infrastructure - PKI. Legislation. Marketing and advertising by e-mail. On-line events. Future perspectives and e-business. <u>Practical part:</u> Sales of goods and services over the Internet. Case studies, analysis and evaluation of site e-capabilities. Comparative analysis of commercial sites. E-business of small businesses. Creation of task forces, creation of corporate identity. Internet marketing strategy, defining the actions on the Internet.			
<b>Literature</b> 1. E. Turban , E. McLean, J. Wetherbe, Information Technology for Management Transforming Organizations in the Digital Economy, John Wiley & Sons, 2004. 2. H. A. Napier, O. N. Rivers, S. W.Wagner, J. B Napier, Creating a Winning E-Business, Second Edition, Thomson Course Technolog, 2006. 3. Z. Qin, Introduction to E-commerce, Springer-Verlag GmbH Berlin Heidelberg, 2009.			
<b>Number of active classes</b>			Other forms of teaching:
Lectures: 30	Practical classes:30	Research work:	
<b>Teaching methods</b> Combination of interactive approach with practical problem solving.			
<b>Grading system</b> (maximum 100 points), <b>grading scale</b> from 5 to 10: below 51 points grade 5, grade 6 from 51-60 points, grade 7 from 61-70 points, grade 8 from 71-80 points, grade 9 from 81-90 points, grade 10 from 91-100 points.			
<b>Pre-exam obligations</b>	<b>points</b>	<b>Final exam</b>	<b>points</b>
activity during theoretical lectures	10	written exam	15
practical training	20	oral exam	15
colloquium(s)/seminar papers	40		
<b>Sum</b>	<b>70</b>	<b>Sum</b>	<b>30</b>