**Study program:** Modern computer technologies

**Course title:** E business

**Professor/assistant:** Zoran Veličković / Miloš Stošić

**Type of course:** compulsory

**ECTS credits:** 6

**Pre-requisites:**

**Aims of the course:**
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.

**Learning outcomes:**
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.

**Syllabus**

**Theoretical part:**

**Practical part:**
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.

**Literature**

**Number of active classes**

| Lectures: 30 | Practical classes:30 | Research work: |

**Teaching methods**
Combination of interactive approach with practical problem solving.

**Grading system** (maximum 100 points), **grading scale** 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.

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<tr>
<th>Pre-exam obligations</th>
<th>points</th>
<th>Final exam</th>
<th>points</th>
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<td>activity during theoretical lectures</td>
<td>10</td>
<td>written exam</td>
<td>15</td>
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<tr>
<td>practical training</td>
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<tr>
<td>colloquium(s)/seminar papers</td>
<td>40</td>
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**Sum** | 70 | **Sum** | 30 |