

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	BUSINESS AND ECONOMICS		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>DIVISION</b>	BUSINESS ADMINISTRATION		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	<b>1106717</b>	<b>SEMESTER OF STUDY</b>	<b>7</b>
<b>COURSE TITLE</b>	e-BUSINESS		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures, Workshops and Laboratory Exercises		5	6
<b>COURSE UNIT TYPE</b>	SPECIALIZATION COURSE		
<b>PREREQUISITES :</b>	INTRODUCTION TO INFORMATICS AND COMPUTER PROGRAMMING, OBJECT-ORIENTED PROGRAMMING		
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	GREEK		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	YES		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://moodle.teipir.gr/course/info.php?id=63">http://moodle.teipir.gr/course/info.php?id=63</a>		

### 2. LEARNING OUTCOMES

#### Learning Outcomes

The aim of the course is to introduce students to: (1) the fundamental principles of e-Business and e-Commerce and the role of Management, (2) the underlying used technologies with emphasis on Internet Technologies, and (3) the application of tools and services to the development of small scale e-Commerce applications.

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

- Recognize the impact of Information and Communication technologies, especially of the Internet in business operations
- Recognize the fundamental principles of e-Business and e-Commerce
- Distinguish the role of Management in the context of e-Business and e-Commerce
- Explain the added value, risks and barriers in the adoption of e-Business and e-Commerce
- Examine applications of e-Commerce in relation to the applied strategic
- Develop and publish web pages using HTML5, CSS3 and Javascript
- Use tools and services of the internet in the development of a virtual e-commerce site

#### General Skills

- Individual work
- Teamwork
- Adaptation in new situations
- Planning and management of a project

### 3. COURSE CONTENTS

The course is organized around topics such as:

- The impact of ICT in contemporary business operations
- e-Commerce and e-Business

- e-Business Challenges
- Risks and barriers in the adoption of e-business environment
- The role of Management in e-Commerce and e-Business
- Business models in e-Commerce
- Strategic Development in e-Commerce
- Internet Technologies and Applications
- Internet standards
- Management of e-Business infrastructure
- The future of internet infrastructure
- Web services, SaaS, and Service-Oriented Architecture
- Social Networking, WEB 2.0, WEB 3.0
- Mobile commerce (m-commerce)
- Social and Legal factors
- Data Privacy protection and trust in e-Commerce
- Environmental Issues
- E-government
- Technological Innovation and Evaluation of Technology

#### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	In-Class	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Support of the learning process through the e-class platform.#	
<b>TEACHING METHODS</b>	<b><i>Method description</i></b>	<b><i>Semester Workload</i></b>
	Lectures	39
	Laboratory Exercises	26
	Preparation of Group Project	30
	Independent & Directed Learning	55
	<b>TOTAL</b>	<b>150</b>
<b>ASSESSMENT METHODS</b>	<p><b>I. Final Examination (50%) (Summative Evaluation) includes:</b></p> <ul style="list-style-type: none"> <li>- Multiple choice questions or true/false questions</li> <li>- Short answer questions</li> <li>- Case Study</li> </ul> <p><u>Evaluation Objective:</u> To understand the fundamentals of the course.</p> <p><u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</p> <p><b>II. Group Project (40%) (Summative Evaluation):</b> Development of an e-Commerce Site.</p> <p><u>Evaluation Objective:</u> To examine students' skills in internet tools and services and to enhance students' teamwork skills.</p> <p><u>Evaluation Criteria:</u> Functionality of the application, the degree of specifications' satisfaction, user-interface, organization and management of teamwork project and presentation.</p> <p><b>III. Multiple Choice Test (10%)(Formative Evaluation)</b> Concerns issues covered by lectures.</p> <p><u>Evaluation Objective:</u> Examination of students' progress in relation to learning outcomes, feedback and fine tuning of</p>	

	<p>the course lectures.  <u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</p> <p>Evaluation criteria are explicitly referred on the site of the course for each learning activity.</p>
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## 5. RESOURCES

- Recommended Book and Journal Article Resources:

### Books

- Chaffey, Dave, (2011). *E-business and e-commerce management : strategy, implementation, and practice*, 5th ed., ISBN-10: 0273752014, ISBN-13: 978-0273752011,
- Pollalis G., Yannakopoulos D., (2007). *Electronic Commerce*, Stamoulis Publishing, Athens (in Greek).
- White M., Bruton G., (2010). *Strategic Management of Technology and Innovation*, KRITIKI Publishing, Athens (in Greek).
- Efrain Turban, Jae Lee, David King, Michael Chung, (2008). *Electronic Commerce: Principles-Evolution-Strategic from the scope of Manager*, Gkiourdas M. Publishing, Athens (in Greek).
- Arsenides, Paschopoulos, Skaltsas, (2007). *Electronic Commerce*, KLEIDARITHMOS Publishing, Athens (in Greek).

### Internet resources:

- HTML Tutorials from w3schools URL: <http://www.w3schools.com/html/>
- Web Fundamentals, URL: <http://www.codecademy.com/tracks/web>
- Dr. Kevin Floyd, (2013). XHTML/CSS Tutorial, URL: <http://www.merlot.org/merlot/viewMaterial.htm?id=451821>
- Smart Webby Inc., (2013). Web Development Resources, URL: <http://www.merlot.org/merlot/viewMaterial.htm?id=77936>

### Selected articles from the following 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.