COURSE OUTLINE

1. GENERAL

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>BUSINESS AND ECONOMICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEPARTMENT</td>
<td>BUSINESS ADMINISTRATION</td>
</tr>
<tr>
<td>DIVISION</td>
<td>BUSINESS ADMINISTRATION</td>
</tr>
<tr>
<td>LEVEL OF STUDY</td>
<td>UNDERGRADUATE</td>
</tr>
<tr>
<td>COURSE UNIT CODE</td>
<td>1106717</td>
</tr>
<tr>
<td>SEMESTER OF STUDY</td>
<td>7</td>
</tr>
<tr>
<td>COURSE TITLE</td>
<td>e-BUSINESS</td>
</tr>
<tr>
<td>COURSEWORK BREAKDOWN</td>
<td></td>
</tr>
<tr>
<td>Lectures, Workshops and Laboratory Exercises</td>
<td>5</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>COURSE UNIT TYPE</th>
<th>SPECIALIZATION COURSE</th>
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<tbody>
<tr>
<td>PREREQUISITES</td>
<td>INTRODUCTION TO INFORMATICS AND COMPUTER PROGRAMMING, OBJECT-ORIENTED PROGRAMMING</td>
</tr>
<tr>
<td>LANGUAGE OF INSTRUCTION/EXAMS:</td>
<td>GREEK</td>
</tr>
<tr>
<td>COURSE DELIVERED TO ERASMUS STUDENTS:</td>
<td>YES</td>
</tr>
<tr>
<td>MODULE WEB PAGE (URL)</td>
<td><a href="http://moodle.teipir.gr/course/info.php?id=63">http://moodle.teipir.gr/course/info.php?id=63</a></td>
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</tbody>
</table>

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

**MODE OF DELIVERY**
In-Class

**USE OF INFORMATION AND COMMUNICATION TECHNOLOGY**
Support of the learning process through the e-class platform.

**TEACHING METHODS**

<table>
<thead>
<tr>
<th>Method description</th>
<th>Semester Workload</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>39</td>
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<tr>
<td>Laboratory Exercises</td>
<td>26</td>
</tr>
<tr>
<td>Preparation of Group Project</td>
<td>30</td>
</tr>
<tr>
<td>Independent &amp; Directed Learning</td>
<td>55</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>150</strong></td>
</tr>
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</table>

**ASSESSMENT METHODS**

I. Final Examination (50%) (Summative Evaluation) includes:
- Multiple choice questions or true/false questions
- Short answer questions
- Case Study

**Evaluation Objective**: To understand the fundamentals of the course.

**Evaluation Criteria**: Comprehensiveness, accuracy, and critical evaluation.

II. Group Project (40%) (Summative Evaluation):
Development of an e-Commerce Site.

**Evaluation Objective**: To examine students' skills in internet tools and services and to enhance students' teamwork skills.

**Evaluation Criteria**: Functionality of the application, the degree of specifications' satisfaction, user-interface, organization and management of teamwork project and presentation.

III. Multiple Choice Test (10%) (Formative Evaluation)
Concerns issues covered by lectures.

**Evaluation Objective**: Examination of students' progress in relation to learning outcomes, feedback and fine tuning of
the course lectures.

**Evaluation Criteria:** Comprehensiveness, accuracy, and critical evaluation.

Evaluation criteria are explicitly referred on the site of the course for each learning activity.

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## 5. RESOURCES

- **Recommended Book and Journal Article Resources:**

  **Books**

  **Internet resources:**
  - HTML Tutorials from w3schools URL: [http://www.w3schools.com/html/](http://www.w3schools.com/html/)

  **Selected articles from the following journals:**
  - Electronic Commerce Research, Springer.
  - International Journal of Electronic Commerce (IJE), M.E. Sharpe Inc.