**3.2. Course description**

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| **Generic information** |
| Head of Course | Dario Ogrizović, PhD |
| Course | E-business |
| Study Programme | Logistics and Management in Maritime Industry and Transport |
| Type of Course | Core |
| Year of Study | 3rd |  |
| Estimated Student Workload and Methods of Instruction | ECTS coefficient of Student Workload | 4 |
| Number of Hours (L+E+S) | 30 + 30 + 0 |

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| **1. GENERAL COURSE DESCRIPTION** |
| *1.1. Course Objectives*  |
| *E-business refers to the application of information technology and computer networks, mainly the Internet, in the process of buying and selling goods, services and information, but also applies to smart and social commerce, e-learning, e-services, e-government, social cooperation, shared economics, innovation, mobility, communication and information discovery using artificial intelligence, analytics and big data.* |
| *1.2. Prerequisites for Course Registration*  |
| None |
| *1.3. Expected Learning Outcomes*  |
| 1. Explain the theoretical basics of e-business related to system types, models, methods, mechanisms, management programs and benefits.
2. Describe the methods and models for selling goods, services and information using computer networks from business to individual customers.
3. List and distinguish between electronic and mobile commerce, their content and implementations.
4. Describe social networks and applications for social commerce and social enterprise systems, advertising, CRM and entertainment.
5. Describe connected smart commerce, internet of things and smart applications.
6. Describe consumer behaviour on the Internet, marketing and advertising in a web environment.
7. List security issues and their solutions in e-business.
8. Differentiate and systematize types of e-payments, mobile payments and digital currencies.
9. Indicate the ethical, legal, social and business environments in which e-business operates.
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| *1.4. Course Outline*  |
| Theoretical foundations of e-businessMethods and models for the sale of goods, services and information using computer networksContent and implementations of electronic and mobile commerceSocial networks, applications for social commerce and social enterprise systems, advertising, CRM and entertainmentConnected smart commerce, internet of things and smart applicationsConsumer behaviour on the Internet, marketing and advertising in a web environmentSecurity issues and their solutions in e-businessTypes of e-payments, mobile payments and digital currencies in e-businessEthical, legal, social and business environments |
| *1.5. Modes of* *Instruction*  | [x] Lectures[ ]  Seminars and workshops [x]  Exercises [ ]  E-learning[ ]  Field work | [x]  Practical work [ ]  Multimedia and Network [x]  Laboratory[ ]  Mentorship[ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| *1.6. Comments*  |       |
| *1.7. Student Obligations*  |
| The student must attend at least 70% of the total hours of lectures and exercises, and must have passed the exams (continuous assessment) to take the final exam. |
| *1.8. Assessment1 of Learning Outcomes*  |
| Course attendance | 1,5 | Class participation |     | Seminar paper |     | Experiment |     |
| Written exam | 1,0 | Oral exam |     | Essay |     | Research |     |
| Project | 0,5 | Continuous Assessment | 1,0 | Presentation |     | Practical work |  |
| Portfolio |     |  |     |  |     |  |     |

1 **NOTE:** Name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course. Use empty fields for additional activities.

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| *1.9. Assessment of Learning Outcomes and Examples of Evaluation during Classes and on the Final Exam*  |
| The process of evaluation of the acquired learning outcomes takes place during continuous assessments (through 2 midterm examinations - total 70%) and at the final part of the exam (30%).Examples of evaluating learning outcomes in relation to the learning outcomes that are set are: 1. Explain the theoretical basics of e-business that relate to system types, models, methods, mechanisms, management programs and benefits.
2. Describe the methods and models for selling goods, services and information using computer networks.
3. List the electronic and mobile commerce, their content and implementations.
4. Describe social networks and applications for social commerce and social enterprise systems, advertising, CRM and entertainment.
5. Describe connected smart commerce, internet of things and smart applications.
6. Describe consumer behaviour on the Internet, marketing and advertising in a web environment.
7. List security issues and their e-commerce solutions.
8. Sort and organize e-commerce, mobile payments and digital currency e-business types.
9. List the ethical, legal, social and business environments in which e-business operates.
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| *1.10. Main Reading*  |  |  |
| 1. Turban, E., et al. Electronic commerce 2018: A managerial and social networks perspective. Springer, 2017.
2. Schneider, G., P. Electronic Commerce, Gengage Learning, 2017.
3. Study materials available at e-learning platform (https://moodle.srce.hr)
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| *1.11. Recommended Reading*  |  |  |
| Jelassi, T., et al. Strategies for E-business: Creating Value Through Electronic and Mobile Commerce: Concepts and Cases. 3rd ed. Harlow, England: FT Prentice Hall, 2014. |
| *1.12. Number of Main Reading Examples*  |  |  |
| *Title*  | *Number of examples*  | *Number of students*  |
| Turban, E., et al. Electronic commerce 2018: A managerial and social networks perspective. Springer, 2017. | 10 | 40 |
| Schneider, G., P. Electronic Commerce, Gengage Learning, 2017. | 10 | 40 |
| Jelassi, T., et al. Strategies for E-business: Creating Value Through Electronic and Mobile Commerce: Concepts and Cases. 3rd ed. Harlow, England: FT Prentice Hall, 2014. | 10 | 40 |
| *1.13. Quality Assurance*  |
| The quality of study is constantly monitored in accordance with the ISO 9001 system implemented at the Faculty of Maritime Studies in Rijeka. An analysis of the exams is made annually and a student survey is conducted once a semester. All data, including exam, written work and assessment, are at all times public data for all students who have enrolled in the course (on the e-learning platform). |