

Electronic Business Course

<i>Name of the subject:</i> Electronic Business - MSc	<i>SUBJECT code:</i>	<i>Weekly hours:</i> 2 lectures + 2 practical work + 1 research work	<i>Credit:</i> 8
<i>Subject leader:</i> Darko Brodic (Milena Jevtic)	<i>Academic Degree:</i> Associate Professor (Assistant)	<i>Prerequisites:</i> Acquired knowledge in the field of information technology, financial management and business economics	

Purpose: Training students to electronic commerce and electronic transactions.

Outcome: Students will be trained to do as a team to decide on the introduction of e-business techniques in company or in public administration.

Course description:

Theoretical work:

The importance of e-business. Components of e-business systems. The organization model of electronic commerce. Business models. Planning, development and implementation of business systems in the fields of business-to-business, business-to-consumer and intra-business. Mobile business. Electronic commerce in public administration. Services and e-business applications. Implementation of e-business system.

Security of e-business

Practical work:

Relational databases. Internet architecture. Internet services. Elements of electronic commerce.

The importance of e-business. Components of e-business systems. Methodology for the development of e-business project. Mobile business. Electronic commerce in public administration. Applications electronic commerce.

In practical work classes, the students will have the opportunity to gain experience and practice in the use of Internet technology and to use Internet resources to solve problems in practice. The seminar work and its public defense are compulsory.

Schedule

Weeks	Topics
1.	Relational databases
2.	Internet architecture and Internet services
3.	The importance of e-business
4.	Components of e-business systems
5.	The organization model of electronic commerce
6.	Implementation of business systems in the fields of business-to-business
7.	Implementation of business systems in the fields of business-to-consumer
8.	Electronic commerce in public administration
9.	Services and e-business applications
10.	Mobile business

11.	Security of e-business
12.	Test about e-commerce
13.	Applications electronic commerce
14.	Elements of research work
<p>Final grade: Activity at lectures (10) + Test (20) + Research work (10) + Seminary (20) + Final exam (40) = 100</p> <p>0-50 – Mark 5 51-60 – Mark 6 61-70 – Mark 7 71-80 – Mark 8 81-90 – Mark 9 91-100 – Mark 10</p>	
<p>Compulsory literature:</p> <p>1. Janice Reynolds, The Complete E-Commerce Book: Design, Build, & Maintain a Successful Web-based Business, CRC Press, 2004, ISBN: 978-1-578-20312-3 2. McGraw-Hill Education, E-Commerce, Student Edition, McGraw-Hill, ISBN: 978-0-078-61333-3</p>	
<p>Supplemental literature:</p> <p>-</p>	