

(Table 5.2) Course unit description

Study program: Economics; Business Economics and Management			
Type and level of studies: Undergraduate studies			
Course unit: E-business			
Teacher in charge: Zoran Kalinic			
Language of instruction (<i>English or other foreign language</i>): English			
ECTS: 7			
Prerequisites: None			
Semester (<i>Winter Semester or Summer Semester</i>): Both			
Course unit objective: The objective of the course is to introduce contemporary theoretical and practical aspects of electronic business. Topics include analysis of e-business and e-commerce, marketplace analysis, e-business infrastructure and its management, key social, legal and privacy aspects of e-business, as well as e-business strategy and main e-business examples, like supply chain management, e-procurement, digital marketing and customer relationship management.			
Learning outcomes of Course unit			
The students will be able to:			
<ul style="list-style-type: none"> - understand the basic concepts, technologies and models of electronic business, - demonstrate the understanding of importance of marketplace analysis for e-commerce, - assess various aspects of e-business architecture, - understand the meaning and the importance of e-environment, including social, legal and privacy aspects of e-business, - implement various e-business strategies, - understand and use various forms of e-business, like e-procurement, digital marketing, customer relationship management, etc. 			
Course unit contents			
<ol style="list-style-type: none"> 1. Introduction to electronic business and e-commerce 2. Marketplace analysis for e-commerce 3. Managing e-business infrastructure 4. E-environment 5. Electronic business strategy 6. Supply chain management 7. E-procurement 8. Digital marketing 9. Customer relationship management 			
Literature			
Chaffey, D. (2015). Digital business and e-commerce management: strategy, implementation and practice. Pearson Education			
Number of active teaching hours			Other classes
Lectures:	Practice:	Other forms of classes: <i>mentoring system</i>	
Teaching methods			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures		oral examination	50
practical classes/tests	25	written examination	
Seminars/homework	25	
Project			
Other			
Grading system			
Grade	No. of points	Description	
10	91-100	Excellent	
9	81-90	Exceptionally good	
8	71-80	Very good	

7	61-70	Good
6	51-60	Passing
5	0-50	Failing