

(Table 5.2) Course unit description

Study program: Business Economics and Management			
Type and level of studies: Master studies			
Course unit: E-commerce			
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 commerce, as well as the architecture of e-commerce, the application of modern technology solutions, methods, techniques and tools in e-commerce, the most important business models of e-commerce and their characteristics, legal aspects and development perspective of e-commerce.			
Learning outcomes of Course unit			
- Knowledge and understanding of basic concepts, technologies and models of electronic commerce, - Practical knowledge and skills on methods, techniques and software tools for the development of systems and applications for e-commerce.			
Course unit contents			
<ol style="list-style-type: none"> 1. Introduction to e-commerce 2. E-commerce infrastructure 3. Building an e-commerce presence 4. E-commerce security and payment systems 5. E-commerce business strategies 6. E-commerce marketing and advertising 7. Social, mobile, and local marketing 8. Ethics, law, and e-commerce 9. E-commerce retailing and services 			
Literature			
Laudon, K.C., Traver, C.G. (2015). E-commerce 2015: business. technology. society. 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	