

Study program: Computer Science			
Type and level of studies: Undergraduate Academic Studies			
Course unit: Electronic Business			
Teacher in charge: Stefanovic Nenad			
Language of instruction: English			
ECTS: 6			
Prerequisites: no			
Semester: <i>Summer</i>			
Course unit objective			
Master the main concepts, models, methods, techniques, tools and web technologies related to electronic business and commerce.			
Learning outcomes of Course unit			
Students will acquire the necessary theoretical and practical knowledge and skills needed for the design, development and implementation of electronic business solutions. Acquired knowledge and skills can be used for working on variety of e-business projects, consulting services, as well as for taking the official international exams in these domains.			
Course unit contents			
<i>Theoretical classes</i>			
Basics of e-business; E-business models; E-business strategy; Infrastructure for E-Business; Cloud Computing; E-environment; E-business plan; E-Commerce; Supply Chain Management (SCM); Internet marketing; Search Engine Optimisation (SEO); Customer Relationship Management (CRM); e-banking; e-government; e-learning; e-health; e-commerce payment systems; mobile business; security, ebXML.			
<i>Practical classes</i>			
Design and development of fully functional e-commerce web site using one of the e-commerce content management systems (Joomla-Virtuemart, WordPress-Woo commerce, Magento, etc.).			
Installation, configuration and application of the CRM software solution (Microsoft CRM, SuiteCRM, etc.).			
Design and development of e-commerce web site using the ASP.NET framework.			
Literature			
1. Nenad Stefanovic, Lecture Notes, Faculty of Technical Sciences Cacak, 2019.			
2. Efraim Turban, Judy Whiteside, David King, Introduction to Electronic Commerce and Social Commerce, Springer, 2017.			
3. In Lee, Electronic Business: Concepts, Methodologies, Tools, and Applications, IGI Global, 2009.			
Number of active teaching hours			Other classes
Lectures: 2	Practice: 2	Other forms of classes:	
Teaching methods:			
- Blended learning - Combination of classical and e-learning.			
- Interactive teaching with multimedia content.			
- Classroom and online lectures.			
- Usage of the Office 365 platform for document and content management, video conferencing, social networking, communication and collaboration.			
- Usage of cloud services for hosting and deployment of e-commerce web sites.			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	oral examination	30
Practical classes		written examination	
Tests	20	Project	
Project	40		
Other			
Grade			
No. of points		Description	

10	91-100	Excellent (A)
9	81-90	Exceptionally good (B)
8	71-80	Very good (C)
7	61-70	Good (D)
6	51-60	Passing (E)
5	0-50	Failing (F)