Table 5.2. Subject specification

Study program: Bachelor Academic Studies **– Business Economics –**
Module 1 ***– Finance, Banking and Insurance,*** Module 2 ***– Business Economics and Entrepreneurship***

Course name: E-business

Teacher(s): Ivanov G. Saša

Course status: elective, third year, sixth semester

Number of ECTS: 7

Condition: no

Subject objective

Introducing students to the basic strategic models, methods, tools and procedures for developing electronic business systems through understanding the areas of their application as well as aspects of business security .

Case outcome

After passing the exam, students will have the necessary specific theoretical and practical knowledge to understand the most important concepts of modern business logic based on the application of ICT and e-business (in the fields of trade, banking, marketing, etc.) as well as the possibility of their application in practice.

Course content

Theoretical teaching

Introduction to e-business. Factors that have shaped the development of e-business. Benefits arising from the introduction of e-business. Infrastructure management and e-business technologies. Trends in ICT technologies. E-business strategy and guidelines for its formulation. E- business models . E-commerce (introduction, concept of e-marketplace, e-commerce, technology and models of e-commerce, virtual shopping malls, online auction). Electronic marketing (concept, definition, planning and basic technologies of e-marketing, methods of advertising on the Internet). Electronic banking (introduction to e-banking, automation of banking operations, electronic money, online banking, advantages and disadvantages, use of e-checks, e-cash and smart cards in internet banking, encrypted credit card, electronic financial markets and stock exchanges. Electronic business in public administration – e-Government. Electronic learning. E- health . E-business in Serbia (Serbia and the development of the information society, the importance of introducing e-business transactions, directions and results of the development of e-business in Serbia). Security aspects of e-business (economic consequences of the misuse of Internet technologies, categories of threats and security measures).

Practical teaching

Discussions with students through consideration of specific case study examples. Application and use of e-Government services. Independent creation of a blog or website using the WordPress platform and creation of short educational content using e-learning tools. Preparation of tests and exams. Evaluation of implemented teaching and analysis of its results .

Literature

Kenneth C. Laudon, Carol Guercio Traver, E-commerce 2023–2024: Business, Technology, Society (18th Global Edition), Pearson, 2023.

I.Lee, Trends in E–Business, E–Services, and E–Commerce, IGI Global, 2014. ISBN 9781466645103

Number of hours of active teaching	**Theoretical classes: 30**	**Practical classes: 45**

Teaching methods

Lectures

The teaching process is carried out interactively, combined (ex c atedra/ case study). Lectures are supported by video clips.

Exercise

Independent or group work on computers with active use of the Internet (access to existing IS infrastructures).
Elaboration of individual topics from the lecture, analysis and discussion of characteristic examples through practical examples.

Knowledge score (maximum number of points 100)

Pre-exam obligations	point	**Final exam**	point
activity during the lesson	**10**	written exam	**30**
practical teaching	**10**	oral exam	**20**
colloquiums	**30**	.....	
seminars			

The methods of knowledge assessment may vary, the table below lists only some options: (written exams, oral exams, project presentations, seminars, etc.)

*maximum length of 2 pages in A4 format