

Table 5.2. Subject specification

Table 0.12: 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 <i>Theoretical teaching</i> 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). <i>Practical teaching</i> 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 <i>Kenneth C. Laudon, Carol Guercio Traver, E-commerce 2023–2024: Business, Technology, Society (18th Global Edition), Pearson, 2023.</i> 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			