| NAME OF THE COURSE | E-Business | | | | | |
|---|---|---|---|---|---|---|
| Code | EUB214 | Year of study | 3 (undergraduate) | | | |
| Course teacher | Nikša Alfirević, PhD<br>Ivana Ninčević Pašalić, PhD | Credits (ECTS) | 5 | | | |
| Associate teachers | | Type of instruction (number of hours) | L | S | E | F |
| | | | 26 | | 26 | |
| Status of the course | Compulsory/Elective | Percentage of application of e-learning | 40% | | | |

**COURSE DESCRIPTION**

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| Course objectives | Objective of the course is to introduce the fundamental terms, approaches/tools and technologies of e-business and integrate the new knowledge with the existing insights from marketing, management and strategic management. |
| Course enrolment requirements and entry competences required for the course | Elementary practical knowledge, related to the usage of a personal computer and a Web browser. |
| Learning outcomes expected at the level of the course (4 to 10 learning outcomes) | Learning Outcomes (LOs):<br><br>1. Differentiate between the concepts of e-business (EB) and e-commerce and among the elements of EB environment, including disintermediation and reintermediation,<br>2. Evaluate the EB infrastructure and distinguish relevant hardware and software elements, required for EB infrastructure and application of EB standards.<br>3. Analyze the EB strategy and its components, marketing plan and tactics, including the competitors and customers in e-business.<br>4. Comment the relevant business processes, data modelling and EB systems.<br>5. Design the change management, including the organization and control of business processes in EB implementation. |

Course content broken down in detail by weekly class schedule (syllabus)

| Week | Lectures | | Exercises: | |
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| | Topic | Hours | Topic | Hours |
| 1 | *Introduction to e-business and e-commerce.* Concepts of electronic business (EB) and electronic commerce (EC). Acceptance factors and obstacles. EB challenges. | 2 | Organization of seminars. Teamwork and case study. | 2 |
| 2 | *EB environment.* Elements of the EB environment. Legal and ethical constraints, privacy and data security. Dis (re-) intermediation. | 2 | Blockchain in e-business ecosystems. Teamwork from the *EB environment.* Assignment. | 2 |
| 3 | *E-business infrastructure.* Hardware and software infrastructure for EB. EB standards. | 2 | Teamwork from the *EB infrastructure.* Assignment. | 2 |
| 4 | *Electronic payment systems.* Participants and online payments process. Forms of electronic payment. Security risks and tools to secure the payment. | 2 | Teamwork from the *Electronic payment systems.* Assignment. | 2 |

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| | 5 | *Basics of e-business strategy.* EB strategy and its components. The strategic model of EB. Available EB strategic alternatives. | 2 | Fundamentals of HTML. HTML editing by using different software systems. Images and hyperlinks. Assignment. | 2 |
| | 6 | *Analysis of competitors and customers in electronic business.* Competitive positioning. Forecasting the demand. Customer Relationship Management. Activities and methods of CRM in the EB. | 2 | Fundamentals of *Microsoft Expression Web*. Defining new pages and templates. Server usage. Assignment. | 2 |
| | 7 | *Business models in EB.* Innovative online business models. Innovation using the supply chain. | 2 | Fundamentals of *Microsoft Expression Web*. Making new pages and forms. Using templates. Making and publishing linked pages. Homework. | 2 |
| | 8 | **Evaluation 1** | 2 | | 2 |
| | 9 | *E-business strategy, marketing plan and tactics.* Planning the digital marketing. Communication features of traditional and new media. Creating online value proposition. | 2 | *Content Management System.* Using the CMS. CMS fundamentals in creating and maintaining Web pages/portals. CMS functionalities (incl. EB application). Assignment. | 2 |
| | 10 | *Designing the EB system.* Approaches to the analysis of the system requirements for the implementation of the EB. Analysis of business processes. Data modelling. Wire-framing and prototyping. | 2 | *EB Project.* (1) Server. (2) Domain. Assignment | 2 |
| | 11 | *Relationships with partners in EB.* Supply Chain Management (SCM) systems. Blockchain in supply chain management. | 2 | *EB Project. EB Project.* (3) Planning the system. (4) Layout design. Assignment. | 2 |
| | 12 | *Change management in EB implementation.* Types of changes in implementation of the EB. Framework for introducing changes. Organizing and controlling EB processes. | 2 | *EB Project.* (5) Designing the HTML template. (6) Page design. Assignment | 2 |
| | 13 | *Knowledge management in EB implementation.* Knowledge management, data processing and information management. Knowledge management activities. Software tools for knowledge management. | 2 | *EB Project.* Project activities. (7) Installation of scripts/modules. (8) Publishing. (9) Page promotion. Assignment. | 2 |
| | 14 | *Final discussion and student evaluation of the course.* | 2 | Final discussion. Project presentations. Homework. | 2 |
| | 15 | **Evaluation 2** | 2 | | 2 |

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| Format of instruction | **x lectures**<br>☐ seminars and workshops<br>**x exercises**<br>☐ *on line* in entirety | **x independent assignments**<br>☐ multimedia<br>☐ laboratory<br>☐ work with mentor |

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<tr><td></td><td colspan="6"><u>x partial e-learning</u><br>☐ field work</td><td colspan="2">☐ (other)</td></tr>
<tr><td>Student responsibilities</td><td colspan="8">Students have to participate in classes and individual assignments. The assignments need to be submitted to the lecturers, by using the Moodle LMS, by the previously designated deadlines. Relevant documentation on student attendance will be maintained. Requirement for the successful completion of the course is 50% of class attendance for regular, full-time students and 25% for part-time students. Students are also required to design and present (at the end of semester), a conceptual design of an e-business system, as to be allowed to participate in final evaluation.</td></tr>
<tr><td rowspan="6">Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)</td><td>Class attendance</td><td>0.5 ECTS</td><td>Research</td><td></td><td>Practical training</td><td>1 ECTS**</td></tr>
<tr><td>Experimental work</td><td></td><td>Report</td><td></td><td>Individual assignments</td><td>1 ECTS*</td></tr>
<tr><td>Essay</td><td></td><td>Seminar essay</td><td></td><td>Individual evaluation (Other)</td><td>1.5 ECTS****</td></tr>
<tr><td>Tests</td><td></td><td>Oral exam</td><td></td><td>(Other)</td><td></td></tr>
<tr><td>Written exam</td><td></td><td>Project</td><td>1 ECTS***</td><td>(Other)</td><td></td></tr>
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<tr><td>Grading and evaluating student work in class and at the final exam</td><td colspan="8">* Students are required to individually study the previously published study material, available on the Moodle LMS. Once in the semester, students are expected to prepare an individual presentation of the study material. This presentation will be discussed in class (exercises). Students are expected to participate in discussions, covering all LOs in this subject (during exercises).<br>**Each week, students are required to provide a solution to an assignment, related to a selected problem, which is published on the Moodle LMS. The assignment form is a short essay, submitted by the designated deadline, by using the Moodle LMS. These forms of evaluation cover the individual achievement of all LOs.<br>*** Students are required, by continuous work during the exercises, to design and present (at the end of semester), a conceptual design of an e-business system, for a selected company/organization. This form of evaluation covers the group achievement of all LOs.<br>**** Two individual evaluations are organized during the semester. If the student fails to pass the evaluations, those can be substituted by a final evaluation at the end of the semester. This form of evaluation evaluates the individual success in achieving all the course LOs.<br>Complete evaluation of student work is based on the following weights:<br>• Evaluation of individual LO achievement – based on the two individual evaluations, during the semester, or the final cumulative evaluation (40% of the complete evaluation);<br>• Evaluation of individual LO achievement, based on the homework – short essays, submitted weekly by using the Moodle LMS, after the exercises, discussing a relevant EB problem (25% of the complete evaluation);<br>• Evaluation of individual LO achievement, based on the preparation and presentation of a selected EB topic (during the exercises), including the active participation in all group discussions (10% of the complete evaluation);<br>• Evaluation of group LO achievement, based on the design of a conceptual solution of an e-business system, for a selected company/organization, including the presentation at the end of semester (25% of the complete</td></tr>
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<tr><td></td><td colspan="3">evaluation).<br>Score of an individual evaluation is presented as a percentage (on the scale of 0% to 100%).<br>Overall evaluation is based on the weighted average score. The minimum score for the class to be successfully completed is 50% of the overall weighted average score.<br>Marks, describing the LO achievement, are associated with the following values of the overall weighted average score:<br>• 70 - 74% - satisfactory (2)<br>• 75 - 79% - good (3)<br>• 80 - 85% - very good (4)<br>• 86 - 100% -excellent (5).</td></tr>
<tr><td rowspan="9">Required literature (available in the library and via other media)</td><td>Title</td><td>Number of copies in the library</td><td>Availability via other media</td></tr>
<tr><td>Chaffey, D., Hemphill, T., Edmundson-Bird, D.: Digital Business and E-Commerce Management, Pearson Education (7th Ed.), 2019.</td><td></td><td></td></tr>
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<tr><td>Optional literature (at the time of submission of study programme proposal)</td><td colspan="3"></td></tr>
<tr><td>Quality assurance methods that ensure the acquisition of exit competences</td><td colspan="3">• Monitoring student’s class attendance (teacher)<br>• Class quality supervisions (Vice Dean for Education and student affairs)<br>• Analysis of student success (Vice Dean for Education and student affairs)<br>• Student survey on the quality of teachers and teaching (University of Split, Centre for Quality Improvement)<br>• All LOs are evaluated as previously described. The evaluation content and methodology are reassessed periodically, as to assess if they are relevant for achievement of LOs.</td></tr>
<tr><td>Other (as the proposer wishes to add)</td><td colspan="3"></td></tr>
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