

**Course title:** E-business

**Instructor:** Dr. Nanos Ioannis, Assistant Professor

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**Semester:** Spring

**ECTS:** 6

**Workload during semester:** 150 hours

### **Course overview**

The course covers a variety of issues, practices and technologies in the area of Electronic Business (e-business). It provides students both with theoretical knowledge, in order to understand and analyze e-business, as well as with practical skills, in order to design and implement an electronic business.

### **Course outline per week**

1<sup>st</sup> week: Introduction to the course, aims, objectives, course outline

2<sup>nd</sup> week: Definitions of E-commerce and E-business, E-business models

3<sup>rd</sup> week: Business-to-business (B2B)

4<sup>th</sup> week: Business-to-consumer (B2C)

5<sup>th</sup> week: Security; legal and ethical issues in e-commerce and e-business

6<sup>th</sup> week: E-business and Supply Chain Management

7<sup>th</sup> week: E-business strategy

8<sup>th</sup> week: Using a CMS system to build a website (lab), part1

9<sup>th</sup> week: Using a CMS system to build a website (lab), part2

10<sup>th</sup> week: Using a CMS system to build a website (lab), part3

11<sup>th</sup> week: Using a CMS to build an e-shop (lab), part1

12<sup>th</sup> week: Using a CMS to build an e-shop (lab), part2

13<sup>rd</sup> week: Conclusions, evaluation of the course, guidelines for the exams

## **Capabilities developed in the course**

Capability 1: Disciplinary Knowledge and Practice

Capability 2: Critical Thinking

Capability 3: Solution Seeking

Capability 4: Communication and Engagement

Capability 5: Use of modern information systems and tools

## **Learning outcomes:**

Students are expected to:

- Understand the issues of e-commerce and e-business and identify their differences
- Analyze the various e-business models and their characteristics
- Discuss and evaluate the security, ethical and legal issues associated with e-commerce and e-business
- Understand the role of e-business in supply chain management
- Design and implement an e-business strategy
- Use a content management system (CMS) to build a website and an e-shop.

## **Assessment methods**

- Exercises, individual and group assignments: 40%
- Exams: 60%

NOTE: A student's assessed work may be reviewed for potential plagiarism or other forms of academic misconduct.

## **Delivery mode**

- Lectures
- Practical training in computer lab

NOTE: The recording of any class on a personal device requires the permission of the instructor

## **Learning resources**

- Course material, ppt presentations, exercises
- Digital platforms: Moodle

## **Reading list**

- Digital Business Models: Concepts, Models, and the Alphabet Case Study, Bernd W. Wirtz, Springer
- Electronic Commerce 2018: A Managerial and Social Networks Perspective, 9<sup>th</sup> edition, Efraim Turban, Jon Outland, David King, Jae Kyu Lee, Ting-Peng Liang, Deborrah C. Turban, Springer.
- E-Commerce 2023: Business, Technology, Society, 17<sup>th</sup> edition, Laudon & Traver, Pearson.

## **Selected articles from the following journals:**

- Electronic Commerce Research and Applications (Elsevier)
- Electronic Commerce Research (Springer)