

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF „ECONOMICS“
DEPARTMENT „ECONOMICS“

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: “E-BUSINESS”

DEGREE PROGRAMME: „Business and Management“; BACHELOR’S DEGREE

YEAR OF STUDY: 4; SEMESTER: 7

TOTAL STUDENT WORKLOAD: 180 h.; incl. curricular 60 h.

CREDITS: 6

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
• LECTURES	30	2
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	120	-

Prepared by:

1.
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2.
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I. ANNOTATION

E-business, as a fusion of information and communication technologies and business processes, changes the face of modern society. It forms new business models, which enhance customer relationship management, business partner interaction; help expand markets and profitability.

The discipline "E-business" for the "International Business" programme familiarizes the students with the main characteristic features of the Internet economy and gives them knowledge about the theoretical foundation of e-business. The practical application of information provision of e-business is studied, and the integration of processes in the e-business information systems. Topics concerning electronic payments and Internet security, which are of great importance to e-business, are also covered.

Through their basic business, IT, and e-business knowledge, students can widen their grasp of contemporary economic reality and acquire new skills needed for successful competition in the globalizing economy.

II. THEMATIC CONTENT

No. по ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1. Internet technologies in business. Introduction to e-business.		10	10	
1.1.	The Internet – characteristics, architecture, services	1	1	
1.2.	The Internet economy	1	2	
1.3.	Basics of e-business. E-business advantages	1	2	
1.4.	Types of E-business	2	2	
1.5.	Market models for e-commerce	2	2	
1.6.	Business models for e-commerce	2	1	
1.7.	Mobile commerce	1		
2. E-commerce systems		4	4	
2.1.	Overview of e-commerce systems	2	2	
2.2.	Architecture of e-commerce systems	1	1	
2.3.	Online stores' evaluation	1	1	
3. Software for developing of e-commerce systems		3	3	
3.1.	Technologies for creating of e-commerce systems	1	1	
3.2.	CMS for creating of online stores	1	1	
3.3.	Open-source software for creating of online stores	1	1	
4. Strategies for attracting and retaining visitors to online stores		3	3	
4.1.	The e-commerce website as a marketing tool	1	1	
4.2.	Web advertising of online stores	1	1	
4.3.	Search Engine Optimization for online stores	1	1	
5. Electronic payment systems		10	10	
5.1.	Traditional payment methods and methods of electronic payments	1	2	

5.2.	Types of electronic payment instruments	3	4	
5.3.	Advantages and disadvantages of different electronic payment instruments	3	2	
5.4.	Electronic payments through providers of payment systems. PayPal, Skrill, Neteller, etc.	3	2	
	Total:	30	30	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extracurricular, h.
1.	Midterm control		
1.1.	Project (on a predefined theme)	1	50
1.2.	Test	1	20
Total midterm control:		2	70
2.	Final term control		
2.1.	Examination (test)	1	50
Total final term control:		1	50
Total for all types of control:		3	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Laudon, K., Traver, C. E-commerce 2014 Business. Technology. Society. Pearson Education, 2014.
2. Sulova, S. et al. Electronic Business 1st Part. Business Modelling Analysis and Development of Business Information Systems. Publishing house „Science and Economics”, University of Economics – Varna, 2015, ISBN 978-954-21-0865-8.
3. Parusheva, S. et al. Electronic Business 2nd Part. Software Development Management. Publishing house „Science and Economics” University of Economics – Varna, 2015, ISBN 978-954-21-0837-5.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Turban, E. et al. E-Business: A Managerial and Social Networks Perspective, 8th Ed., Springer, 2015.
2. Chaffey, D. E-Business and E-Commerce Management: Strategy, Implementation and Practice (5th Ed.), Financial Times/Prentice Hall, 2011.
3. Montague, D. Essentials of online payment security and fraud prevention, John Wiley & Sons, 2011.