

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE STUDIES CENTER
DEPARTMENT „INFORMATICS“

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: “E-COMMERCE”;

DEGREE PROGRAMME: “Computer Science”; MASTER`S DEGREE

YEAR OF STUDY: 5;

SEMESTER: 9 (same field graduates), 10 (other fields graduates);

TOTAL STUDENT WORKLOAD: 240 h.; incl. curricular 75 h.

CREDITS: 8

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
• LECTURES	45	3
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	165	-

Prepared by:

1.
(Assoc. Dr. Snezhana Sulova)

2.
(Assist. prof. Boris Bankov)

Head of department:
“Informatics” (Prof. Dr. Vladimir Sulov)

I. ANNOTATION

Electronic commerce (e-commerce) is the most widely-spread e-business. The goal of the course "E-Commerce" is to provide the masters of "Computer Science" knowledge about the methodology, organization and technology of online sales. The primary focus of this course is teaching students about:

- *the characteristics, organizational forms and technological models of e-commerce;*
- *electronic payment systems, used in e-commerce;*
- *e-commerce systems;*
- *strategies for promotion and advertisement of electronic shops.*

The knowledge that students receive with this course will allow them to develop skills in organizing and technical provision of e-business, helping them to form skills for developing and practicing e-commerce. The course project consists of a business plan, description and implementation of an online store.

The course gives students skills for self-learning and helps them improve their skills in team work and decision-making in regards to the application of Internet technologies in business.

II. THEMATIC CONTENT

No. by row	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1. Electronic business basics		6		2
1.1.	Impact of the Internet on business. Internet economy	2		-
1.2.	E-business definition and major advantages	2		-
1.3.	E-business categories	2		2
2. Electronic commerce		12		4
2.1	Electronic commerce – definition, features and technological models	3		-
2.2	Electronic payment systems, used in e-commerce	3		1
2.3	Evaluation of electronic shops	6		3
3. E-commerce systems		15		20
3.1	Essence of e-commerce systems	2		-
3.2	Architecture of e-commerce systems	2		-
3.3	Technologies for creating online stores	2		2
3.4	Open-source software for creating online stores	9		18
4. Promotion and advertising of electronic shops		12		4
4.1	Introduction to e-marketing	3		-
4.2	The e-commerce website as a marketing tool	3		1
4.3	Website promotion and advertising	3		1
4.4	Web site Search Engine Optimization (SEO)	3		2
Total:		45		30

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
1.	Midterm control		
1.1.	Course project 1		40
1.2.	Course project 2		50
Total midterm control:			90
2.	Final term control		
2.1.	Test		75
Total final term control:			75
Total for all types of control:			165

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Laudon, K. et. al. E-commerce 2013. Harlow, England: Pearson, 2013.
2. Sulova, S. et. al. Electronic Business 1st Part. Business Modeling. Analysis and Development of Business Information Systems, Publishing house „Science and Economics” University of Economics – Varna, 2015, ISBN 978-954-21-0865-8.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Daniel, I. E-commerce Get It Right! - Essential Step by Step Guide for Selling & Marketing Products Online. Insider Secrets, Key Strategies & Practical Tips - Simplified for Start-Ups & Small Businesses, NeuroDigital, 2011.
2. Laudon, K. et. al. eCommerce 2016: Business, Technology, Society, England: Pearson, 2016.
3. Reynolds, J. The Complete E-Commerce Book: Design, Build & Maintain a Successful Web-based Business: Design, Build and Maintain a Successful Web-based Business. CMP, 2004.
4. Schneider, G. Electronic Commerce, CENGAGE Learning Custom Publishing, 2016.