

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

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**ACCEPTED BY:**

**Rector:**

**(Prof. Dr. Plamen Iliev)**

**SYLLABUS**

**SUBJECT: “E-BUSINESS”**

**DEGREE PROGRAMME: „Accounting“; BACHELOR’S DEGREE**

**YEAR OF STUDY: 3; SEMESTER: 5**

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

**CREDITS: 6**

**DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM**

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

**Prepared by:**

1. ....  
(Assoc. Prof. Ph.D. Silvia Parusheva)

2. ....  
(Assoc. Prof. Ph.D. Snezhana Sulova)

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

## **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 "Accounting" 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.
<b>1. Internet technologies in business. Introduction to e-business.</b>		<b>10</b>	<b>10</b>	
1.1	The global Internet network – characteristics, architecture, services	1	1	
1.2	The Internet economy	1	2	
1.3	Basics and advantages of e-business	1	2	
1.4	E-business categories	2	2	
1.5	Types of market models for e-commerce	2	2	
1.6	Business models for e-commerce	2	1	
1.7	Mobile commerce	1		
<b>2. Information provision of e-business</b>		<b>10</b>	<b>10</b>	
2.1	E-business information systems	2	2	
2.2	Major business processes in e-business information systems <ul style="list-style-type: none"> <li>• customer relationship management</li> <li>• selling chain management</li> <li>• enterprise resource planning</li> <li>• supply chain management</li> <li>• business partner integration</li> </ul>	5	5	
2.3	The company web site as an e-business tool	3	3	
<b>3. Electronic payment systems</b>		<b>10</b>	<b>10</b>	
3.1	Traditional payment methods and methods of electronic payments	1	2	
3.2	Different kind of electronic payment instruments	3	4	
3.3	Advantages and disadvantages of different electronic payment instruments	3	2	
3.4	Electronic payments through providers of payment systems. PayPal, Skrill, Neteller, etc.	3	2	
<b>Total:</b>		<b>30</b>	<b>30</b>	

### III. FORMS OF CONTROL:

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

### IV. LITERATURE

#### **REQUIRED (BASIC) LITERATURE:**

1. Chaffey, D. E-Business and E-Commerce Management: Strategy, Implementation and Practice (5th Edition), Financial Times/Prentice Hall, 2011.
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. Bhasker, Bh. Electronic Commerce; Framework, Technologies and Applications (3<sup>rd</sup> Edition), Tata McGraw-Hill Publishing Company, New Delhi, 2009.
2. Jelassi, T and A. Enders. Strategies for E-Business: Concepts and Cases, Financial Times/Prentice Hall, 2008.
3. Montague, D. Essentials of online payment security and fraud prevention, John Wiley & Sons, 2011.
4. Reynolds, J. E-Business: A Management Perspective, OUP Oxford, 2009.