

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

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: “E-BUSINESS”

DEGREE PROGRAMME: „International Business“; BACHELOR`S DEGREE

YEAR OF STUDY: 4; SEMESTER: 7

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

CREDITS: 7

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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„Informatics“ (Prof. Ph.D. 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 "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 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		
2. Information provision of e-business		10	10	
2.1	E-business information systems	2	2	
2.2	Major business processes in e-business information systems <ul style="list-style-type: none"> • customer relationship management • selling chain management • enterprise resource planning • supply chain management • business partner integration 	5	5	
2.3	The company web site as an e-business tool	3	3	
3. Electronic payment systems		10	10	
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	
Total:		30	30	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, 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. 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 Modeling. 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 (3rd 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.