|  |
| --- |
|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | Faculty of Economics |
| **GENERAL INFORMATION** |
| Study program  | **Business Management** |
| Study Module (if applicable) | Marketing |
| Course title | Electronic Business |
| Level of study | [x] Bachelor [ ]  Master’s [ ]  Doctoral |
| Type of course | [ ]  Obligatory [x]  Elective |
| Semester  |  [x]  Autumn [ ] Spring |
| Year of study  | Fourth |
| Number of ECTS allocated | 7 |
| Name of lecturer/lecturers | Radmila Jovanović Slavoljub MilovanovićOgnjen RadovićJovica StankovićIvana Marković |
| Teaching mode |  [x] Lectures [ ] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [x]  Project work [ ]  Seminar [ ] Distance learning [ ]  Blended learning [x]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *To present the basic concepts of electronic business (EB)**To explain the procedure of formulating a strategic plan for EB**To study the basic IT infrastructure and EB**To analyze software based EB (web applications, services and tools)**To identify basic management problems EB and alternatives for solving them**Acquiring a basic knowledge about the concepts of EB, mastering the art of formulating a strategic plan for EB, acquiring the necessary knowledge of the IT infrastructure that supports the EB, Mastering the art of generating web applications and presentations, Acquiring skills for solving management problems of EB, Becoming familiar with security measures and data protection* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| *Basic concepts of electronic business (EB) and trade, Electronic commerce between companies, electronic transactions between businesses and consumers, Mobile e-commerce,**Strategic planning EB, Implementation of the strategic plan of the EB, IT infrastructure to support the EB, Internet infrastructure EB, Web technology, Intranet and extranet technology,**Wireless Web Technology Software support EB, Basics of programming languages - ​​Java, HTML and XML, The generation of Web applications and presentations, Web applications and databases, Web applications and decision support systems, Problems related to managing EB, The problem of safety and security EP* |
| **LANGUAGE OF INSTRUCTION** |
| [x] Serbian (complete course) [ ]  English (complete course) [ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)[x] Serbian with English mentoring [ ] Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points** | **Final exam** | **points** |
| **Activity during lectures** | **10** | **Written examination** | **50** |
| **Practical teaching** | **10** | **Oral examination** |  |
| **Teaching colloquia** | **30** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |