FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION

Course Title:	**E-COMMERCE**			
Course code (LAIS):				
Study programme:	**Business Administration**			
Level of Study programme:	☐ **1st level professional higher education**			
	☒ **Professional Bachelor**			
	☐ **Professional Master**			
	☐ **Academic Master**			
	☐ PhD level			
Type of Study programme:	☐ Compulsory course (Part A)			
	☐ Professional specialization courses (Part B, compulsory)			
	☒ Professional specialization optional courses (Part B, optional)			
	☐ Elective courses (Part C)			

Course Workload:	**Credits**	**ECTS**	**Academic hours**	**Contact hours**	**Independent work hours**
	4	6	160	64	96

Course Author/ Tutor:	**Aigars Andersons**
	Aigars Andersons, lecturer, MSc. manag., MSc. comp.
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	Consultation: according to the schedule for each semester
Study Form:	Full time studies
Study year, semester:	3rd Year, 6th Semester
Language:	Latvian, English
Prerequisites for the Course:	Elementary knowledge of Entrepreneurship, Business planning and experience of use of ICT tools in digital environment
Course Summary:	The primary purpose of this study course is to provide theoretical knowledge about e-commerce general modes and with e-commerce integration into daily business management processes in companies and organizations. Students will master also their practical skills with intensive use of various state-of-art e-commerce ICT tools and systems. Additionally, there are stated also several specific aims and objectives in this course: - to provide the basic knowledge about e-commerce development planning process in companies and to improve practical skills for students in the form of creating real e-commerce projects for small and medium size companies. - to be able to operate and make optimal decisions in modern internal and external business and technology environment of business entities. Stuents will understand how their decisions influence total business activities of the company and what could be the consequences of their decisions and activities. - students will learn the modern e-commerce activities development technologies and tools with special insight into open source solutions for e-commerce applications online for small and medium size companies.
Assessment:	Examination (individually worked out e-commerce solution development plan for company or organization with final presentation in an auditorium)
Requirements for Credits:	1) 55% -examination 2) 20% -tests (2), 3) 25% -attendance of classes, practical work in the auditorium, independent work Exam (final assignment) makes 55% from total study course evaluation. Exam will be evaluated in 10 grades system and it will be recognized as passed only if student's final exam work will be evaluated at least with 4 grades. Before presentation of final exam work student has to submit a written final report. If student is unable to pass the final exam then it have to repeat this study course once again next year. Tests makes 20% from total study course evaluation. All tests will be evaluated in 10 grades system and they will be recognized as passed only if student's each individual test

will be evaluated at least with 4 grades. To achieve a positive evaluation in test student has to prove his knowledge at minimum 40% level from total available score for this test. If student is unable to reach this level during test he has to repeat passing of this text once again.

Attendance of classes, practical work in the auditorium, independent work makes 25% from total score.

Student 's individual and auditorium work will be evaluated in 10 grades system regarding the following specific criteria:

Outstanding (10) – knowledge, skills and competence exceeds requirements stated for individual work in auditorium and at home and participation in study course seminars;

Excellent (9) – knowledge, skills and competence fully corresponds to requirements stated for individual work in auditorium and at home and participation in study course seminars;

Very good (8) – there are completed all requirements for individual work in auditorium and at home and participation in study course seminars but level of knowledge, skills and competence does not fully corresponds to required level;

Good (7) – there are completed all basic requirements for individual work in auditorium and at home and participation in study course seminars but individual skills of practical use of acquired knowledge must be improved;

Almost good (6) – there are completed basic requirements for individual work in auditorium and at home and participation in study course seminars but student has no broader understanding of subject and his/her ability to use theory in practice is sometimes insufficient for complex cases;

Satisfactory (5) – there are completed minimal level of requirements for individual work in auditorium and at home and participation in study course seminars but student has no complete understanding of core subject and his/her ability to use theory in practice is insufficient in specific cases;

Almost satisfactory (4) – there are completed minimal level of requirements for individual work in auditorium and at home and participation in study course seminars but student has difficulties with understanding of core subject and his/her ability to use theory in practice is insufficient in many cases;

Bad (3) – the proven knowledge of student is under the minimal level of requirements for individual work in auditorium and at home and participation in study course seminars, student has difficulties with understanding of subject and his/her ability to use theory in practice is insufficient in the most cases;

Very bad (2) – student understand just some separate parts and concepts from subject, the proven knowledge of student is under the critical level of requirements for individual work in auditorium and at home and participation in study course seminars, student has completed just some parts from study course topics;

Very, very bad (1) – student does not understand any basic concepts of subject, the proven knowledge of student is under the critical level of requirements for individual work in auditorium and at home and participation in study course seminars, student has completed almost none from study course topics;

Not graded (0) – student registered for this course but formally did not attend it.

All practical and individual assignments has to be completed in terms and form designated by study course tutors in strict correspondence with study course discipline and ethics. According to the tutor's directions students have to submit all their completed works by uploading them into the folder on Vidzeme University of Applied Sciences electronic study environment MOODLE.

For each submitted work students have to provide clear identification of their surnames and study course details. All copies of submitted works students have to store on their local drives upon full completion of this course with positive individual evaluation. All works have to be worked out in line with requirements of directions and methodologies approved for study direction or specific individual directions made by study course tutors.

For students it is allowed to submit final paper and start exam presentation only if all

	other requirements for this study course are completed.
Abiding by the Academic Ethics	Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.: – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.

Learning Outcomes; the evaluation methods and criteria	Learning Outcomes	The evaluation methods and criteria
	Knowledge	
	To get knowledge about development and management of average complexity e-commerce projects and understand how this process integrates into all other business activities in company or organization.	Tests, individual work, presentations, study visit reports, exam
	To understand basic principles of effective learning process when student is able individually to organize and structure information had been received during this study course and are able to bear a responsibility about his/her individual work amount, necessary to pass this study course.	Tests, individual work, presentations, discussions, exam
	To understand responsible learning principles- student will be able to determine and to evaluate the difference between seller's and buyer's activities on the market in digital environment and he/she knows the methods how to identify and to use trustworthy and reliable data sources for high quality analysis and research process.	Tests, individual work, presentations, exam
	Skills	
	To develop based on knowledge management principles conceptual and intuitive understanding about e-commerce basic principles related with e-commerce projects' development and implementation within real business environment.	Tests, simulation games, individual assignments, presentations, study visit reports, seminars, exam
	In form of seminars, simulation games, practical group works students develop their individual e-commerce project coordination skills and understand how teams and representatives from different disciplines and industries are able to reach optimal decisions in the field of e-commerce.	Simulation games, individual assignments, presentations, seminars, exam
	Students are able to make a positive self-assesment during this study course with reliable progress evaluation of his/her achievements	Simulation games, tests, individual assignments, presentations, seminars, exam
	Students are able to communicate- after this course he/she is able to prepare and publish e-commerce reports which are in well structured, based on reliable data, in correct business language. Students are able to speak about topics related with e-commerce matters in different size auditoriums	Simulation games, study visit reports, presentations, seminars, exam

	Competency	
	Upon completion of this course students are able to assess the efficiency and effectiveness of e-commerce projects, to develop and manage e-commerce projects, and to understand the role of online business technology in business processes for SMEs.	Lectures, seminars, tests, study visits reports, discussions, exam
	Be able to demonstrate critical and creative thinking in form of correctly stated activity aims and objectives, to develop well structured business ideas and problem statements to provide high quality business research process based on reliable data and detailed case study analysis and to make optimal final decisions how to solve business problems related wit e-commerce project development in the particular company	Lectures, seminars, tests, exam
	For students will be developed intuitive and conceptual understanding about methods and techniques required to e-commerce project planning and development according to student's individual business goals in connection with tested theoretical e-commerce methodologies and models in simulations and real life.	Seminars, simulation games, tests, individual assignments, presentations, exam
Course Compulsory literature:	1. Materials published on electronic study environment MOODLE 2. Methodology material: "ES vienotais digitālais tirgus" (EU united digital market) https://ec.europa.eu/commission/priorities/digital-single-market_en 3. Laudon, K. C., & Traver, C. G. (2016). E-commerce: business, technology, society.	
Course additional literature:	4. New EU e-commerce regulations: https://ec.europa.eu/digital-single-market/en/new-eu-rules-e-commerce 5. CRSC information about e-commerce in Latvia: http://www.ptac.gov.lv/lv/content/par-e-komerciju 6. Chaffey, D., Hemphill, T., & Edmundson-Bird, D. (2019). Digital business and e-commerce management. Pearson UK. 7. Travis, D. (2017). E-commerce usability: tools and techniques to perfect the on-line experience. CRC Press.	
Course confirmation date:	6, January, 2020.	
Date of course description update:		

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
The date is specified before the implemen tation of the course	Topic 1: E-commerce in entrepreneurship, definition, terminology, practice, role and content. E-commerce as a tool to improve an efficiency of enterprises' business operations. E-commerce project development evaluation tools and analysis methodologies.	8	8	Lectures (3 ac. hours), practical work in auditorium (1 ac. hours), business simulation games (4 ac. hours); Individual work: research work (4 ac. hours), studies of scientific and economic

				literature (4 ac. hours)
	Topic 2: Development steps and realization of e-commerce applications in the business entity. E-commerce applications and their correspondance to different enterprise business profiles and analysis of implementation possibility. Software, tools and digital environment specification for specific e-commerce applications. Planning of business operations during realization of e-commerce project. Similarities and differences of e-commerce solutions in SMEs and big size companies.	16	8	Lectures (4 ac. hours), seminars (2 ac. hours), practical work and tests (4 ac. hours), practical work outside auditorium (2 ac. hours), case studies (2 ac. hours), discussions (2 ac. hours); Individual work: research work (4 ac. hours), studies of scientific and economic literature (4 ac. hours)
	Topic 3: E-commerce solution or system development in the company within framework of chosen e-business model. Evaluation of results and conclusions.	10	8	Lectures (3 ac. hours), seminars (2 ac. hours), practical work and tests (2 ac. hours), case studies (2 ac. hours), tests (1 ac. hours); Individual work: research work (4 ac. hours), studies of scientific and economic literature (4 ac. hours)
	Topic 4: Selection of company, firm or organization for specific e-commerce solution development, evaluation of business profile of the company, project development plannning. Case studies analysis. Test: "Basics of e-commerce".	12	8	Lectures (2 ac. hours), seminars (1 ac. hours), practical work and tests (1 ac. hours), practical work outside auditorium (2 ac. hours), case studies (2 ac. hours), studiju vizītes (4 ac. hours); Individual work: research work (4 ac. hours), studies of scientific and economic literature (4 ac. hours)
	Topic 5: E-commerce solution or system development, analysis and evaluation of business outcomes for the company. Choise of the best suited tools, technologies and software. E-commerce project implementation steps- analysis, planning, evaluation, monitoring.	8	14	Lectures (3 ac. hours), seminars (2 ac. hours), practical work and tests (3 ac. hours), case studies (2 ac. hours); Individual work: informācijas apstrāde un analīze individuāli un grupās (6 ac. hours), research work (4 ac. hours), studies of scientific and economic literature (4 ac. hours)
	Topic 6: E-commerce solutions and systems based on open source software. Benefits and risks from use of proprietary and open source tools and solutions in e-commerce applications.	6	8	Lectures (2 ac. hours), practical work and tests (1 ac. hours), case studies (1 ac. hours), discussions (1 ac. hours), tests (1 ac. hours); Individual work: research work (4 ac. hours), studies of scientific and economic literature (4 ac. hours)
	Final exam work- "E-commerce solution (system) development plan in the company "X".	4	42	Exam (4 ac. hours); Individual work: presentation

Literature studies and research work to complete written exam report. Presentation of individuall`y developed "E-commerce solution (system) development plan in the company "X" in auditorium. Evaluation and dissemination of study course outcomes, feedback session.			preparations and final oral presentation in auditorium (8 ac. hours). Practical research work (final exam paper) (34 ac. hours)
Hours total:	*64*	*96*	