

**FACULTY OF SOCIETY AND SCIENCE  
STUDY COURSE DESCRIPTION**

<b>Course Title:</b>	<b>E-COMMERCE AND E-BUSINESS (E-BUSINESS TECHNOLOGIES)</b>				
<b>Course code (LAIS):</b>					
<b>Study programme:</b>	<b>Business Environment Administration</b>				
<b>Level of Study programme:</b>	<input type="checkbox"/>	1st level professional higher education			
	<input type="checkbox"/>	Professional Bachelor			
	<input checked="" type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
<b>Type of Study programme:</b>	<input type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input checked="" type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work hours</b>
	2	3	80	24	56
<b>Course Author/ Tutor:</b>	<b>Aigars Andersons</b>				
	Aigars Andersons, lecturer, MSc. manag., MSc. comp.				
	<u>e-mail: <a href="mailto:aigars.andersons@va.lv">aigars.andersons@va.lv</a></u>				
	Consultation: according to the schedule for each semester				
<b>Study Form:</b>	Full time studies				
<b>Study year, semester:</b>	1 <sup>st</sup> Year, 2 <sup>nd</sup> Semester				
<b>Language:</b>	English				
<b>Prerequisites for the Course:</b>	Basics of Business Management, Fundamentals of Modern Information Technologies, Personal E-Commerce User Experience.				
<b>Course Summary:</b>	<p>Meaning of E-business: A business form where an organization engaged in the trade of goods, services, or both to consumers online. Electronic business (e- Business) is a act of conducting industrial, commercial and trade activity using different configurations of computer networks or Information Communication Technology (ICT) applications. Electronic business (e-business) within scope of this study course can be defined as the use of the Internet to network and empower business processes, electronic commerce, organizational communication and collaboration within a company and with its customers, suppliers, and other stakeholders. E-businesses utilize the internet, intranets, extranets and other networks to support their commercial practices. Electronic commerce (e-commerce) is the buying and selling, marketing and servicing of products and services via computer networks. Since e-business includes the process of transacting with suppliers and customers there is an overlap in activities with e-commerce.</p> <p>The practical e-business assignments and exercises will be conducted in computer class equipped with ICT e-busines software and tools.</p>				
<b>Assessment:</b>	Examination (individually worked out e-business system development plan for company or organization with final presentation in an auditorium)				
<b>Requirements for Credits:</b>	<p>1) 55% -examination  2) 15% -tests (2),  3) 30% -attendance of classes, practical work in the auditorium, independent work  Exam (final assignment) makes 50% 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 15% 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</p>				

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 30% 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.

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

	<p>approved for study direction or specific individual directions made by study course tutors.</p> <p>For students it is allowed to submit final paper and start exam presentation only if all other requirements for this study course are completed.</p>	
<b>Abiding by the Academic Ethics</b>	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> <li>– study papers must be independently developed;</li> <li>– the study work should reference all statements, ideas and data used that have been authored by someone else;</li> <li>– 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;</li> <li>– 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.</li> </ul> <p>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.</p>	
<b>Learning Outcomes; the evaluation methods and criteria</b>	<b>Learning Outcomes</b>	<b>The evaluation methods and criteria</b>
	<b>Knowledge</b>	
	Understand the principles of e-Commerce and e-Business and their types.	Group work, lectures, practical works, case study analysis, tests, exam
	Understand the dimensions and structure of e-Marketplaces.	Group work, lectures, practical works, case study analysis, tests, exam
	Understand the main e-Business Models, Shopping Cart concept, online Payment systems	Group work, lectures, practical works, case study analysis, seminars, tests, exam
	Understand the requirements list for starting an online business applications	Group work, lectures, practical works, case study analysis, tests, exam
	Understand basic innovation tools for e-Business systems: e-Learning, e-Government, e-Procurement, etc and social aspects of e-Business	Group work, lectures, practical works, case study analysis, seminars, tests, exam
	<b>Skills</b>	
	Able to use the advanced e-Business tools and further motivation to work online in practice	Group work, lectures, practical works, case study analysis, tests
	Be able to exploit in practice basic e-Business concepts and tools	Lectures, practical works, case study analysis
	Be able to analyze and present specific case studies and create a successful e-Business cases	Group work, lectures, practical works, seminars, tests, exam
	Be able to think critically and analytically to create a new successful business models and systems online	Group work, lectures, practical works, case study analysis, tests, exam
	<b>Competency</b>	
	Upon completion of this course students are able to assess the efficiency and effectiveness of a company from e-Business process analysis perspective, conduct e-Business system process development, and determine the role of online business technology in corporate processes.	Group work, lectures, practical works, case study analysis, tests, exam
Be able to state an aim for e-Business system development	Group work, lectures, practical works, case study analysis, tests, exam	
Be able to analyse and to evaluate the e-Business system process and its impacts to society	Group work, seminars, practical works, case study analysis	

	For students will be developed intuitive and conceptual understanding about methods and techniques required to analyse, design, implement, automate, and evaluate company's e-Business processes.	Group work, practical works, seminars, tests, exam
<b>Course Compulsory literature:</b>	<ol style="list-style-type: none"> <li>1. Periša, M., Cvitić, I., &amp; Kolarovszki, P. (2017). Challenges of information and communication technologies usage in E-business systems. E-Business-State of the Art of ICT Based Challenges and Solutions.</li> <li>2. Kollmann, T., Lomberg, C., &amp; Peschl, A. (2016). Web 1.0, Web 2.0, and Web 3.0: The development of e-business. In Encyclopedia of e-commerce development, implementation, and management (pp. 1139-1148). IGI Global.</li> <li>3. Tripathy, S. N., Kapat, S. K., &amp; Das, S. K. (2019). Security Threats and Vulnerabilities in E-business. Cyber Security in Parallel and Distributed Computing: Concepts, Techniques, Applications and Case Studies, 51-59.</li> <li>4. Coleman, G., &amp; Taylor, D. (2019). Towards the Understanding of E-Business. Computer Science and Information Technology Journal, 3(1).</li> </ol>	
<b>Course additional literature:</b>	<ol style="list-style-type: none"> <li>1. Cassidy, A. (2016). A practical guide to planning for E-business success: how to E-enable your enterprise. CRC Press.</li> <li>2. Iswari, N. M. S., Budiardjo, E. K., &amp; Hasibuan, Z. A. (2019, January). Integrated e-Business System Architecture for Small and Medium Enterprises. In Proceedings of the 2nd International Conference on Software Engineering and Information Management (pp. 240-243). ACM.</li> <li>3. Balasubramanian, K., &amp; Rajakani, M. (2019). Electronic Payment Systems and Their Security. In Digital Currency: Breakthroughs in Research and Practice (pp. 270-285). IGI Global.</li> <li>4. Garbowski, M., Drobyazko, S., Matveeva, V., Kyiashko, O., &amp; Dmytrovska, V. (2019). Financial accounting of E-business enterprises. Academy of Accounting and Financial Studies Journal.</li> <li>5. Chaffey, D., Hemphill, T., &amp; Edmundson-Bird, D. (2019). Digital business and e-commerce management. Pearson UK.</li> <li>6. Smith, J., Smith, J., &amp; Wallace, B. (2019). Towards the Exploration of E-Business. Software engineering and CS Journal, 7(1).</li> </ol>	
<b>Course confirmation date:</b>	06.01.2020.	
<b>Date of course description update:</b>		

### Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	Topic 1. Introduction: Definition and concept of e-business. Nature, scope, and impact of e-business. Similarity and difference between e-business and e-commerce. Historical development of e-business. Advantages and specification of e-business. General business models for e-products and e-services. Contribution of e-business sector to state economic growth, market, competitiveness, and productivity.	4	2	Lectures, practical work in groups, case studies, individual work
	Topic 2. Technologies and tools in modern e-business applications. Integral parts of E-business technologies - hardware, e-business software applications, Internet, Intranet, Internet of Things and World Wide Web. Database management systems for E-business. E-	4	6	Lectures, practical work in groups, case studies, individual work

	business security. Social aspects and consequences of e-business technologies.			
	Topic 3. Digital Marketing Concept. Effects of e-business technologies on organization marketing strategy, customer services and e-CRM. Measuring the progress of digital marketing activities. Digital market analysis. Digital marketing tools. Viral marketing.	4	4	Lectures, practical work in groups, case studies, individual work
	Topic 4. Online Payment Systems. Basic characteristics of an online payment system. Classification of payment systems, overview of shopping cart concept. Mobile applications for online payment systems. Online payment technologies. IT/IS evaluation and e-business. Online Distribution Components of a distribution system. Characterization of online distribution. Hybrid distribution networks. Model for electronic software distribution.	4	6	Lectures, seminar, work in groups, individual work, case studies, test
	Topic 5. E-Contracting concept of generic services-information, negotiation, archiving, enforcement, reconciliation. Structure of a distant contract. Post-selling services. Digital signature. Legal procedures and obligations.	4	4	Lectures, practical work in groups, case studies
	Topic 6. E-Business and Operations management. Difference between purchase and procurement. Market solutions: sell-side, buy-side and Marketplace. Integration of product catalogue. Procurement service providing. Integrated solutions online sales and brick-and-mortar sales	2	4	Lectures, seminar, work in groups, individual work, case studies, test
	Final Exam section: E-Business System (or part of such system in bigger scale projects) Development Plan. Students must develop E-Business System (or part of such system in bigger scale projects) Development Plan for a selected company. The plan must incorporate IT-features that would address complete requirements to run a specified e-business. Written paper must be worked out, submitted and presented as the exam assignment	2	30	Examination paper presentation, dissemination, individual work
<b>Hours total:</b>		<b>24</b>	<b>56</b>	