

COURSE OUTLINE

(1) GENERAL

SCHOOL	Business		
ACADEMIC UNIT	Management		
LEVEL OF STUDIES	1 st Cycle		
COURSE CODE	MIS-390	SEMESTER	Fall/Spring
COURSE TITLE	E-Business		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		2.5	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Specialised general knowledge		
PREREQUISITE COURSES:	None		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS			
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i> <i>Consult Appendix A</i> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
After completion of the course students are expected to be able to: <ul style="list-style-type: none"> • Demonstrate a comprehensive understanding of e-commerce concepts and frameworks and apply theoretical knowledge to analyze real-world e-commerce scenarios. • Critically assess different e-commerce business models and strategies and evaluate the effectiveness of technological solutions in addressing e-commerce challenges. • Develop and present strategic plans for launching and managing e-commerce ventures and identify and mitigate potential risks associated with e-commerce operations.

- Gain proficiency in using various e-commerce platforms and tools and understand the technical aspects of building and maintaining e-commerce websites and mobile applications
- Develop effective digital marketing campaigns tailored to e-commerce and utilize analytics to measure and optimize marketing performance.
- Demonstrate awareness of ethical issues and legal regulations affecting e-commerce and formulate solutions to address ethical dilemmas and ensure compliance with legal standards.
- Apply e-commerce principles to specific industries such as retail, media, and B2B and understand the unique challenges and opportunities in these sectors.
- Present e-commerce strategies and analyses effectively in written and oral formats and collaborate with peers to develop and critique e-commerce projects.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Working in an interdisciplinary environment

(3) SYLLABUS

- Introduction to e-Commerce.
- E-commerce business models.
- Technology Infrastructure for E-Commerce.
- Security and Payment Systems.
- E-commerce Marketing and Advertising.
- Social, Mobile, and Local Marketing.
- Ethical, Social, and Political Issues.
- Online Retail and Services.
- Online Content and Media
- Social Networks, Auctions, and Portals
- B2B E-commerce
- Careers in E-Commerce

(4) TEACHING and LEARNING METHODS – EVALUATION

DELIVERY

Face-to-face, Distance learning, etc.

Face-to-face

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>Use of ICT in teaching / Χρήση ΤΠΕ</i> <i>Communication with students / Επικοινωνία με Φοιτητές</i>	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Lectures	35
	Study and analysis of bibliography	35
	Assignment	50
	Exam preparation	30
	Course total	150
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Participation, Assignment, Final examination.	

(5) ATTACHED BIBLIOGRAPHY

Required Textbooks / Readings:				
Title	Author(s)	Publisher	Year	ISBN
E-Commerce 2023: Business, Technology, Society	Kenneth C. Laudon, Carol Guercio Traver	Pearson	2023	13: 9780138043391