

## COURSE OUTLINE

### (1) GENERAL

SCHOOL	Faculty of Social, Political and Economic Sciences		
ACADEMIC UNIT	Department of Economics		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	NE86	SEMESTER	8th
COURSE TITLE	E-commerce		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
		4	6
COURSE TYPE	ELECTIVE		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	HELLENIC		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES (ESSAY IN ENGLISH)		
COURSE WEBSITE (URL)	<a href="http://www.econ.duth.gr/undergraduate/lessons/h8.shtml">http://www.econ.duth.gr/undergraduate/lessons/h8.shtml</a>		

### (2) LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>E-commerce and e-business describe the way in which transactions are made through networks, especially via the Internet. They are related to the purchase and sale of goods, services and information by electronic means, electronic communications, e-collaboration and e-discovery of information, e-learning, e-government, social networking, etc. The course aims to provide students with the knowledge and tools so they can realize the effect and influence of e-commerce in their professions, businesses and organizations to be employed and finally in their personal lives.</p>
<p><b>Correlation of the course with the Department's subject</b></p> <p>The Department of Economics aims to study and promote economic science. It offers all those theoretical and quantitative tools that allow the understanding of the economic environment. E-commerce is nowadays an integral part of this environment. This course will develop the skills of students / female students in communication, computer use and processing sites, the analytical and the inductive thinking. Upon successful completion of the course, students will be able to understand the basics of e-business.</p>
<b>General Competences</b>
<p>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</p>

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

### (3) SYLLABUS

Introduction to digital business and e-commerce  
 Marketplace analysis for e-commerce  
 Managing digital business infrastructure  
 E-environment  
 Digital business strategy  
 Supply chain management  
 E-procurement  
 Digital marketing  
 Customer relationship management  
 Change management  
 Analysis and design  
 Digital business service implementation and optimisation

### (4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face-to-face presentations from the professors and the students										
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Utilization of <a href="http://eclass.duth.gr">eclass.duth.gr</a>										
TEACHING METHODS	<i>Activity</i>	<i>Semester workload</i>									
	Professors' lectures	24 hours									
	Students' lectures	12 hours									
	Essays' presentations	12 hours									
	Lecture preparation	12 hours									
	Essay preparation	90 hours									
	<b>Course total</b>	<b>150 hours</b>									
STUDENT PERFORMANCE EVALUATION	<table border="1"> <thead> <tr> <th>Assessment tools</th> <th>Percentage</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>20%</td> <td rowspan="2">Provided below</td> </tr> <tr> <td>Essay</td> <td>80%</td> </tr> </tbody> </table> <p><b>Lectures description</b>            Students will form groups of 3 or 4 persons. Then the professors will assign them the presentation of a part of the curriculum. The presentation lasts approximately 40 minutes, it will take place during the scheduled lectures in</p>			Assessment tools	Percentage	Description	Lecture	20%	Provided below	Essay	80%
Assessment tools	Percentage	Description									
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	<p>the semester based on a program set up by the professors. The presentation involves all members of the group and at the end a debate and questions follow. It is possible to use PowerPoint slides.</p> <p><b>Essays description</b></p> <p>The essay is a group one and is related to the issues of e-business that will be presented during the semester. The groups will be the same as those of the lectures. A list of candidate topics will be proposed by the professors. Moreover the students themselves can suggest topics that interest them. Each topic is selected from a single group of students. In the last lectures of the course and on dates to be determined by the professors, groups will present their essays. The duration of each presentation is approximately 40 minutes and involve all group members. At the end of the presentation a debate and questions follow. It is possible to use PowerPoint slides. The essay can be created using word processing (Word, etc.), Slides (PPTs, etc.), web development, etc.</p> <p>The scoring criteria are as follows:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Criteria</th> <th>Weight</th> </tr> </thead> <tbody> <tr> <td>Analysis &amp; Justification</td> <td>0.7</td> </tr> <tr> <td>Understanding</td> <td>0.1</td> </tr> <tr> <td>Clearness in Expression</td> <td>0.1</td> </tr> <tr> <td>Presentation</td> <td>0.1</td> </tr> </tbody> </table>	Criteria	Weight	Analysis & Justification	0.7	Understanding	0.1	Clearness in Expression	0.1	Presentation	0.1
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Analysis & Justification	0.7										
Understanding	0.1										
Clearness in Expression	0.1										
Presentation	0.1										

(5) ATTACHED BIBLIOGRAPHY

1	<b>ΨΗΦΙΑΚΕΣ ΕΠΙΧΕΙΡΗΣΕΙΣ ΚΑΙ ΗΛΕΚΤΡΟΝΙΚΟ ΕΜΠΟΡΙΟ: ΣΤΡΑΤΗΓΙΚΗ, ΥΛΟΠΟΙΗΣΗ ΚΑΙ ΕΦΑΡΜΟΓΗ</b>	Dave Chaffey	ΕΚΔΟΣΕΙΣ ΚΛΕΙΔΑΡΙΘΜΟΣ Ε.Π.Ε	2016
2	<b>ΗΛΕΚΤΡΟΝΙΚΟ ΕΜΠΟΡΙΟ 2010 :ΑΡΧΕΣ-ΕΞΕΛΙΞΕΙΣ-ΣΤΡΑΤΗΓΙΚΗ ΑΠΟ ΤΗ ΣΚΟΠΙΑ ΤΟΥ MANAGER</b>	Turban Efraim, King David, McKay Judy, Marshall Peter, Lee Jae, Viehland Dennis, Volonino mL;inda, Cheung Christy, Lai Linda, Polland Carol	Α.ΓΚΙΟΥΡΑΑ & ΣΙΑ Ο.Ε.	2011
3	<b>ΗΛΕΚΤΡΟΝΙΚΟ ΕΠΙΧΕΙΡΕΙΝ ΚΑΙ ΜΑΡΚΕΤΙΝΓΚ: ΚΑΙΝΟΤΟΜΑ ΜΟΝΤΕΛΑ ΣΕ ΨΗΦΙΑΚΟ ΠΕΡΙΒΑΛΛΟΝ</b>	Μάρω Βλαχοπούλου, Σέργιος Δημητριάδης	ΕΚΔΟΤΙΚΟΣ ΟΙΚΟΣ ROSILI	2014