

COURSE OUTLINE

1. GENERAL

SCHOOL	SCHOOL OF SOCIAL, POLITICAL AND ECONOMIC SCIENCES		
DEPARTMENT	DEPARTMENT OF ECONOMICS		
LEVEL OF STUDIES	ISCED level 6 – Bachelor’s or equivalent level		
COURSE CODE	NE86	SEMESTER	8th Semester
COURSE TITLE	E-COMMERCE		
TEACHING ACTIVITIES If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.	TEACHING HOURS PER WEEK		ECTS CREDITS
	0		6.0
COURSE TYPE Background, General Knowledge, Scientific Area, Skill Development	Scientific Area		
PREREQUISITES	Marketing (4th Semester)		
TEACHING & EXAMINATION LANGUAGE:	Greek		
COURSE OFFERED TO ERASMUS STUDENTS:	YES		
COURSE URL:	https://eclass.duth.gr/courses/428287/		

2. LEARNING OUTCOMES

<p>Learning Outcomes Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.</p> <p>The course aims to introduce students to the particularly complex phenomenon of e-commerce. It will analyse why e-commerce is the fastest growing type of commerce worldwide, and its impact on modern business, consumer behaviour, advertising and digital technology. In addition, the potential and limitations of customers, businesses and digital media will be presented through the analysis of examples of modern e-commerce businesses and through a discussion of literature on possible future trends. Finally, innovative ways of managing and operating e-commerce businesses will be presented.</p> <p>At the end of the semester students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the scope and dynamics of e-commerce. 2. Distinguish the advantages and disadvantages of e-commerce compared to traditional commerce. 3. To understand the ways in which e-commerce creates value for both the selling firm and the customer. 4. To relate the dynamic evolution of digital marketing to the applications of modern e-commerce.
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General Skills

Name the desirable general skills upon successful completion of the module

Search, analysis and synthesis of data and information,
ICT Use, Adaptation to new situations,
Decision making,
Autonomous work,
Teamwork,
Working in an international environment,
Working in an interdisciplinary environment, Production of new research ideas

Project design and management
Equity and Inclusion
Respect for the natural environment
Sustainability
Demonstration of social, professional and moral responsibility and sensitivity to gender issues
Critical thinking
Promoting free, creative and inductive reasoning

Decision making
Teamwork
Working in an international environment
Project design and management

3. COURSE CONTENT

E-commerce is an integral part of modern business. Buying and selling products and services using digital technology and the internet is gaining ground over traditional sales and distribution networks. The current era, the era of the fourth industrial revolution, is based on electronic communication, electronic collaboration, large-scale information processing, social networking, e-government and the Internet of Things.

As an integral part of this era, e-commerce is already having a huge impact on the role of the modern manager, changing businesses, customers and current and future consumers in terms of both their preferences for products and services and their information about the competition.

4. LEARNING & TEACHING METHODS - EVALUATION

TEACHING METHOD Face to face, Distance learning, etc.	Face to face										
USE OF INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT) Use of ICT in Teaching, in Laboratory Education, in Communication with students	Use of ICT in Teaching Use of ICT in Communication with students										
TEACHING ORGANIZATION The ways and methods of teaching are described in detail. Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research & analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc. The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards	<table border="1" data-bbox="855 1527 1394 1861"> <thead> <tr> <th>Activity</th> <th>Workload/semester</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Writing project</td> <td>48</td> </tr> <tr> <td>Bibliographic research & analysis</td> <td>50</td> </tr> <tr> <td>Total</td> <td>150</td> </tr> </tbody> </table>	Activity	Workload/semester	Lectures	52	Writing project	48	Bibliographic research & analysis	50	Total	150
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Total	150										

<p>STUDENT EVALUATION Description of the evaluation process</p> <p>Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report, Clinical examination of a patient, Artistic interpretation, Other/Others</p> <p>Please indicate all relevant information about the course assessment and how students are informed</p>	<p>Student evaluation languages Greek English</p> <p>Method (Formative or Concluding) Summative</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Student evaluation methods</th> <th style="text-align: right;">Rate</th> </tr> </thead> <tbody> <tr> <td>Written Exam with Problem Solving</td> <td style="text-align: right;">40</td> </tr> <tr> <td>Written Assignment</td> <td style="text-align: right;">50</td> </tr> <tr> <td>Presentation in audience</td> <td style="text-align: right;">10</td> </tr> </tbody> </table>	Student evaluation methods	Rate	Written Exam with Problem Solving	40	Written Assignment	50	Presentation in audience	10
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5. Suggested Bibliography

<p>Book [86053196]: Digital Marketing, Vlahopoulou Maro Book [32997535]: Electronic Business and Marketing, Vlahopoulou Maro ,Dimitriadis Sergios Book [102123277]: Electronic Commerce, 16th edition, Laudon Kenneth, Traver Carol Guercio</p> <p>Eudoxus</p> <p>Book [86053196]: Digital Marketing, Vlahopoulou Maro Book [32997535]: Electronic Business and Marketing, Vlahopoulou Maro ,Dimitriadis Sergios Book [102123277]: Electronic Commerce, 16th edition, Laudon Kenneth, Traver Carol Guercio</p>
