

**UNIVERSITY OF ECONOMICS – VARNA**  
**FACULTY OF “MANAGEMENT”**  
**DEPARTMENT OF INFORMATICS**

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Adopted by the FC: record №12/29.04.2024

Adopted by the DC: record №10/15.04.2024

**ACCEPTED BY:**

**Dean:**

(Assoc. Prof. Dobrin Dobrev, PhD)

## **SYLLABUS**

**SUBJECT: “E-BUSINESS AND ONLINE ENTREPRENEURSHIP”**

**DEGREE PROGRAMME: „International Business“; BACHELOR`S DEGREE**

**YEAR OF STUDY: 3; SEMESTER: 5**

**TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 60 hours**

**CREDITS: 8**

### DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	<b>WORKLOAD, hours</b>	<b>TEACHING HOURS PER WEEK, hours</b>
<b>CURRICULAR:</b>		
incl.		
• LECTURES	30	2
• SEMINARS /LAB. EXERCISES	30	2
<b>EXTRACURRICULAR</b>	180	-

Prepared by:

1. ....  
(Prof. Silvia Parusheva, PhD)

2. ....  
(Assoc. Prof. Yanka Aleksandrova, PhD)

Head of department .....  
of Informatics: (Prof. Julian Vasilev, PhD)

## I. ANNOTATION

*E-business, as a fusion of information and communication technologies and business processes, changes the face of modern society. It forms new business models, which enhance customer relationship management, business partner interaction; help expand markets and profitability.*

*The discipline “E-business and online entrepreneurship” for the „International Business” program familiarizes the students with the main characteristic features of the Internet economy and gives them knowledge about the theoretical foundation of e-business. The practical application of information provision of e-business and the integration of processes in the e-business information systems are studied. Topics concerning electronic payments, which are of great importance to e-business, are also covered.*

*Through their basic knowledge of IT and e-business, students can expand their knowledge of the modern economic reality, develop, and upgrade their digital competences and acquire new skills necessary to successfully compete in the globalizing economy. The practical skills of developing an e-shop help to expand their entrepreneurial competences.*

## II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>Theme 1. INTERNET TECHNOLOGIES IN BUSINESS. INTRODUCTION TO E-BUSINESS.</b>		<b>10</b>	<b>6</b>	
1.1	The global Internet network – characteristics, architecture, services	1	1	
1.2	The Internet economy	1	1	
1.3	E-commerce and e-business	1	1	
1.4	E-business categories	2	1	
1.5	Types of market models for e-commerce	2	1	
1.6	Business models for e-commerce	3	1	
<b>Theme 2. INFORMATION PROVISION OF E-BUSINESS</b>		<b>8</b>	<b>14</b>	
2.1	E-business information systems	1	3	
2.2	Revenue and participant models for e-business	3	2	
2.3	The company web site as an e-business tool	5	9	
<b>Theme 3. ELECTRONIC PAYMENT SYSTEMS</b>		<b>5</b>	<b>5</b>	
3.1	Traditional payment methods and methods of electronic payments	1	1	
3.2	Different kind of electronic payment instruments	1	2	
3.3	Advantages and disadvantages of different electronic payment instruments	1	1	
3.4	Electronic payments through providers of payment systems	2	1	
<b>Theme 4. E-COMMERCE SYSTEMS</b>		<b>7</b>	<b>5</b>	
4.1	Essence and architecture of e-commerce systems	2		
4.2	Technologies for creating online stores	2	2	
4.3	Open-source software for creating online stores	3	3	
<b>Total:</b>		<b>30</b>	<b>30</b>	

### **III. FORMS OF CONTROL:**

<b>№</b>	<b>TYPE AND FORM OF CONTROL</b>	<b>Number</b>	<b>extracurricular, hours</b>
<b>1.</b>	<b>Midterm control</b>		
1.1.	Project (on a predefined theme)	<b>1</b>	<b>60</b>
1.2.	Presentation and demonstration of the e-store	<b>1</b>	<b>20</b>
1.3.	Preparation of a business plan	<b>1</b>	<b>30</b>
	<b>Total midterm control:</b>	<b>3</b>	<b>110</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	<b>1</b>	<b>70</b>
	<b>Total final term control:</b>	<b>1</b>	<b>70</b>
	<b>Total for all types of control:</b>	<b>4</b>	<b>180</b>

### **IV. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

1. E-commerce: business, technology and society, Pearson, 17<sup>th</sup> Ed., 2022.
2. Sulova, S. et al. Electronic Business 1st Part. Business Modelling. Analysis and Development of Business Information Systems, Publishing house „Science and Economics”, University of Economics – Varna, 2015.
3. Parusheva, S. et al. Electronic Business 2nd Part. Software Development Management. Publishing house „Science and Economics”, University of Economics – Varna, 2015.

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Heinemann, G. The new online trade: Business models, business systems and benchmarks in e-commerce, Springer, 2023.
2. Kumar, V., Lata, M. The Future of E-Commerce, Nova Science Publishers, 2022.
3. Chaffey, D., Hemphill, T., Edmundson-Bird, D. Digital Business and E-Commerce Management, Pearson, 2019.