

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF INTERNATIONAL ECONOMICS RELATIONS

Adopted by the FC (record № 12/ 29.04.2024)

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ACCEPTED BY:

Dean:

(Assoc. Prof. Dr. D. Dobrev)

SYLLABUS

SUBJECT: DIGITALIZATION AND ELECTRONIC COMMERCE

DEGREE PROGRAMME: Maritime business and international trade; BACHELOR'S DEGREE – FULL TIME STUDENTS

YEAR OF STUDY: 3; SEMESTER: 6

TOTAL STUDENT WORKLOAD: 180 hours; incl. curricular 60 hours

CREDITS: 6

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl.		
• LECTURES	30	2
• SEMINARS / LAB. EXERCISES	30	2
EXTRACURRICULAR	120	-

Prepared by:

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I. ANNOTATION

The digitalization and e-commerce module provides knowledge on key aspects and competencies for the technological and business elements of digital transformation in the economy and in the functioning of e-commerce. Getting to know the theory and practice of doing business on the Internet provides an opportunity for students to get to know the theoretical essence of digitization and electronic commerce and its application in business to create new products, optimize operating costs and improve resource allocation in physical and online environments. An overview of various e-commerce initiatives and business applications describes the business strategies of modern companies to derive utility from a presence on the World Wide Web. But such business behavior is also related to the knowledge of current problem dimensions, legal aspects and obligations of the participants conducting business in an online environment. A variety of Internet and Web technologies outline how people and businesses can use the Web to do business through mobile, social, voice and fast commerce. Knowing them allows improving the skills for applications of new concepts in an electronic environment and their application in personal and work everyday life.

The dynamics of the educational content is associated with the need to maintain the theoretical material maximally adapted to the continuous changes of electronic commerce and the Internet, which are in a systematic process of improvement and innovative development. **The interdisciplinary approach** is widely deployed given the fact that the discipline includes knowledge from the subject areas of information and communication technologies, economics and trade, law.

Key competences developed throughout the course: **digital and technology-based competence, and active citizenship.**

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. INTRODUCTION TO DIGITALIZATION AND ELECTRONIC COMMERCE		4	4	
1.1.	Digital revolution and drivers of digital change			
1.2.	Nature and Waves of Electronic Commerce			
1.3.	Ethical, legal and tax aspects of e-commerce			
Theme 2. TECHNOLOGICAL TRENDS IN DIGITAL TRANSFORMATION		2	2	
2.1.	Computers and visualization. Network connectivity.			
2.2.	Artificial Intelligence			
2.3.	Digital transformation of the product life cycle - idea, implementation, use			
Theme 3. BUSINESS MODELS IN ELECTRONIC COMMERCE		2	2	
3.1.	Advantages and Disadvantages of Electronic Commerce			
3.2.	Conceptual essence of electronic commerce models			
Theme 4. BUSINESS STRATEGIES FOR ELECTRONIC TRADE		4	4	
4.1.	Online sales			
4.1.	Sources of revenues in the online environment			
Theme 5. INTERNATIONAL ASPECTS OF ELECTRONIC COMMERCE		2	2	
5.1.	Trust issues in the network and its infrastructure			
5.2.	Culture and language aspects			
5.3.	Logistics and customs issues			
Theme 6. WEB MARKETING		2	2	
6.1.	Marketing Strategies. Brand creation and management			

6.2.	Internet Advertising, Customer Relationship Management			
Theme 7. BUSINESS-TO-BUSINESS (B2B) ACTIVITIES		4	4	
7.1.	Procurement, Logistics and Additional Activities			
7.2.	Electronic Data Interchange			
7.3.	Supply Chain Management Using Internet Technologies			
7.4.	Electronic marketplace			
Theme 8. SOCIAL COMMERCE		2	2	
8.1.	Virtual communication and social networks			
8.2.	Sources of Revenues on Social Networks			
Theme 9. MOBILE COMMERCE		2	2	
9.1.	Nature, advantages and barriers to mobile commerce			
9.2.	Mobile Applications			
9.3.	Status and trends in the development of mobile commerce			
Theme 10. VOICE AND FAST COMMERCE		4	4	
10.1.	Nature, advantages and problems of voice and fast commerce			
10.2.	Aspects of application and trends in the development of voice and fast commerce			
Theme 11. SECURITY AND PAYMENT SYSTEMS IN ELECTRONIC COMMERCE		2	2	
11.1.	Payment methods in e-commerce			
11.2.	Cybercrime and Cybersecurity			
Total:		30	30	

III. FORMS OF CONTROL

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Course project based on a real business entity	1	40
1.2.	Presentation of course project	1	10
1.3.	Test (with open, closed or mixed questions)	3	30
Total midterm control:		5	80
2.	Final term control		
2.1.	Examination (test – with open, closed or mixed questions)	1	40
Total final term control:		1	40
Total for all types of control:		6	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. **Гроздева, Д.** (2020). Електронните маркетплейс платформи и прилагането им от предприятията за онлайн продажби. // Икономическа наука, образование и реална икономика: развитие и взаимодействия в дигиталната епоха, Варна: „Наука и икономика“, 1, с. 610-622.

2. **Данчев, Д.** (2023). Съвременни измерения на социалната търговия. // Научни трудове на Университет за национално и световно стопанство, София: Издателски комплекс УНСС, Год. 63, 2, с. 13-26.
3. **Данчев, Д.** (2022). Онлайн търговията в социалните мрежи: глобална перспектива. // Диалог, Свищов: Акад. изд. „Ценов“, 22, 3, с. 17-33.
4. **Данчев, Д.** (2016). Мобилната търговия - концептуална рамка и приложни проекции. // Омниканална търговия и иновации, София: УНСС, с. 130-138.
5. **Димитрова, В., Желязкова, Д., Стоянов, М., Петева, В., Гроздева, Д., Граматикова, Е., Кънева, М., Душкова, М., Христова, Ю.** (2021). Влияние на дигитализацията на търговията върху икономическото развитие на България и регионите. Варна: „Наука и икономика“, (Библ. Цани Калянджиев; Кн. 70).
6. **Стоянов, М., Гроздева, Д.** (2023). Бариери за онлайн покупките. // Научни трудове на УНСС, том 2, с. 65-77. DOI: <https://doi.org/10.37075/RP.2023.2.05>
7. **Стоянов, М.** (2022). Q-commerce – следващо поколение електронна търговия = Q-COMMERCE – the next generation e-commerce. // Бизнес управление, год. XXXII, кн. 1, с. 18-37.
8. **Стоянов, М.** (2019). Защита срещу измамите при електронните разплащания в търговията. // Икономика 21, Година IX, книга 1, с. 51-71.
9. **Стоянов, М., Гроздева, Д.** (2017). Мобилната интернет търговия като флуидна форма на търговски обмен. // Диалог, бр. 2, с. 81-102.
10. **Grozdeva, D.** (2022). Sustainable E-commerce. // Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, Varna: Union of Scientists - Varna, 11, 2, pp. 161-171.
- Stojanov, M.** (2022). Voice Commerce Technology Capabilities. // Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, 11(1), pp.222-228.
11. **Stojanov, M.** (2021). Wireless technologies in the commercial business. // Trakia Journal of Sciences, Vol. 19, Suppl. 1, pp. 231-237.
12. **Stojanov, M.** (2019). Problems and reasons that make shopping over the internet difficult. // Trakia Journal of Sciences, Stara Zagora: Trakia University, Vol. 17, Suppl. 1, pp. 683-688.
13. **Stojanov, M., Grozdeva, D., Peteva, V.** (2018). National dimensions of digital transformation of Bulgarian enterprises. // SGEM 2018, Volume 5, Modern science. Business and Management, Issue 1.5, pp. 697 – 704. DOI: 10.5593/sgemsocial2018/1.5.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. **Гроздева, Д., Стоянов, М.** (2021). Завладени от Интернет-на-нещата. // Търговията – научно знание и бизнес реалност, Свищов: Академично изд. „Ценов“, с. 220-228.
2. **Желязкова, Д., М. Стоянов.** (2019). Интеграция на електронната търговия и куриерските услуги в съвременната цифрова реалност. // Знанието по логистика и управление на веригата на доставките в България: Образование, бизнес, наука, София: Издателски комплекс – УНСС, с. 127-136.
3. **Стоянов, М.** (2020). Ежедневие в интернет. // Икономическа наука, образование и реална икономика: развитие и взаимодействия в дигиталната епоха, Варна: „Наука и икономика“, 3, с. 80-92.
4. **Стоянов, М.** (2017). Интернет в света на бизнеса. // Икономиката в променящия се свят – национални, регионални и глобални измерения (ИПС-2017), Варна: „Наука и икономика“, с. 541- 550.
5. **Grozdeva, D.** (2021). Consumption of Pirated Online Content in the European Union // Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, Varna: Union of Scientists - Varna, 10, 2021, 2, pp. 3-12.

6. **Stojanov, M.** (2022). Automated Parcel Terminals - Commercialization of the System for Automated Post Services. // *Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series*, 11(2), pp. 21-28.
7. **Stojanov, M.** (2019) Prospects for Chatbots. // *Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series*, Varna: Union of Scientists – Varna, 8(3), pp. 10-16. doi:10.36997/IJUSV-ESS/2019.8.3.10
8. **Stojanov, M.** (2018). Forms of payments in electronic commerce. // *Ukraine – Bulgaria – European Union: contemporary state and perspectives*, Kherson National Technical University, pp. 29-33.
9. **Chan, H., Lee, R., Dillon, T., Chang, E.** (2001). *E-commerce. Fundamentals and Applications*. John Wiley & Sons, LTD.
10. **Schneider, G. P.** (2011). *Electronic commerce. Course technology*. Cengage learning.

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