

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
DEPARTMENT OF INFORMATICS

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date): №8/28.02.2020

ACCEPTED BY:

Dean:

(Assoc. Prof. Hr. Blagoycheva, PhD)

SYLLABUS

SUBJECT: "E-BUSINESS";

DEGREE PROGRAMME: „International Business and Management“; MASTER`S DEGREE

YEAR OF STUDY: 6; SEMESTER: 11;

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

CREDITS: 6

DISTRIBUTION OF 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:

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

2.
(Assoc. Prof. Snezhana Sulova, 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" for the „International Business and Management" 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 and Internet security, which are of great importance to e-business, are also covered.

Through their basic business, IT, and e-business knowledge, students can widen their grasp of contemporary economic reality and acquire new skills needed for successful competition in the globalizing economy.

II. THEMATIC CONTENT

| No. | TITLE OF UNIT AND SUBTOPICS | NUMBER OF HOURS | | |
|--|--|-----------------|-----------|------|
| | | L | S | L.E. |
| 1. Internet technologies in business. Introduction to e-business. | | 10 | 10 | |
| 1.1 | The global Internet network – characteristics, architecture, services | 1 | 1 | |
| 1.2 | The Internet economy | 1 | 2 | |
| 1.3 | Basics and advantages of e-business | 1 | 2 | |
| 1.4 | E-business categories | 2 | 2 | |
| 1.5 | Types of market models for e-commerce | 2 | 2 | |
| 1.6 | Business models for e-commerce | 2 | 1 | |
| 1.7 | Mobile commerce | 1 | | |
| 2. Information provision of e-business | | 5 | 5 | |
| 2.1 | E-business information systems | 1 | 1 | |
| 2.2 | Major business processes in e-business information systems <ul style="list-style-type: none">• customer relationship management• selling chain management• enterprise resource planning• supply chain management• business partner integration | 3 | 3 | |
| 2.3 | The company web site as an e-business tool | 1 | 1 | |
| 3. Electronic payment systems | | 10 | 10 | |
| 3.1 | Traditional payment methods and methods of electronic payments | 1 | 2 | |
| 3.2 | Different kind of electronic payment instruments | 3 | 4 | |
| 3.3 | Advantages and disadvantages of different electronic payment instruments | 3 | 2 | |
| 3.4 | Electronic payments through providers of payment systems | 3 | 2 | |
| 4. E-commerce systems | | 5 | 5 | |
| 4.1 | Essence and architecture of e-commerce systems | 1 | | |
| 4.2 | Technologies for creating online stores | 2 | 2 | |
| 4.3 | Open-source software for creating online stores | 2 | 3 | |
| Total: | | 30 | 30 | |

III. FORMS OF CONTROL:

| No. | TYPE AND FORM OF CONTROL | Number | extra-curricular, hours |
|-----------|--|----------|-------------------------|
| 1. | Midterm control | | |
| 1.1. | Project (on a predefined theme) | 1 | 50 |
| 1.2. | Test | 1 | 20 |
| | Total midterm control: | 2 | 70 |
| 2. | Final term control | | |
| 2.1. | Examination (test) | 1 | 50 |
| | Total final term control: | 1 | 50 |
| | Total for all types of control: | 3 | 120 |

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Chaffey, D. E-Business and E-Commerce Management: Strategy, Implementation and Practice (6th Edition), Pearson Education, 2015.
2. Sulova, S. et al. Electronic Business 1st Part. Business Modeling. 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. Laudon, K., Traver, C. E-Commerce 2017: Business, Technology, Society (13th Edition) Pearson, 2017.
2. Jelassi, T., Enders, A. Strategies for E-Business: Concepts and Cases, Financial Times/ Prentice Hall, 2008.
3. Montague, D. Essentials of online payment security and fraud prevention, John Wiley & Sons, 2011.
4. Reynolds, J. E-Business: A Management Perspective, OUP Oxford, 2009.
5. Sulova, S. A System for E-commerce Website Evaluation. 19 International Multidisciplinary Scientific Geoconference SGEM 2019: Conference Proceedings, 28 June-7 July 2018, Albena, Bulgaria: Vol. 19. Informatics, Geoinformatics and Remote Sensing. Iss. 2.1, Sofia: STEF92 Technology Ltd., 19, 2019, 2.1, 25-32.
6. Salem, A., Parusheva, S. Developing a Web-Based Ontology for E-Business. International Journal of Electronic Commerce Studies, Taipei, Taiwan: Academy of Taiwan Information Systems Research, 9, 2018, 2, 119 - 132.