

UNIVERSITY OF ECONOMICS – VARNA
FACULTY OF INFORMATICS
DEPARTMENT OF INFORMATICS

Adopted by the FC (record № 9/24.04.2024)
Adopted by the DC (record № 10/16.04.2024)

ACCEPTED BY:
Dean:
(Prof. Vladimir Sulov, PhD)

SYLLABUS

SUBJECT: DIGITAL COMMERCE

DEGREE PROGRAMME: Computer Science; MASTER`S DEGREE

YEAR OF STUDY: 6 for other field graduates; SEMESTER: 12 for other field graduates

TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 75 hours

CREDITS: 8

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	30 45	2 3
EXTRACURRICULAR	165	-

Prepared by:

1.
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2.
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(Prof. Julian Vasilev , PhD)

I. ANNOTATION

Digital commerce is the most widely-spread e-business. The goal of the course Digital Commerce is to provide the masters of "Computer Science" knowledge about the methodology, organization and technology of online sales. The primary focus of this course is teaching students about:

- *the characteristics, organizational forms and technological models of digital commerce;*
- *electronic payment systems, used in digital commerce;*
- *e-commerce systems;*
- *strategies for promotion and advertisement of online stores.*

The knowledge that students receive with this course will allow them to develop skills in organization, management and maintenance of e-business, as well as helping them to form skills for developing and practicing e-commerce. The course projects consist of a business plan, description and implementation of an online store.

The course gives students skills for self-improvement and helps them hone their skills as team players and calibrate the decision-making process in regards to the application of Internet technologies in business.

In the course, the following key competencies are applied and developed, according to the recommendation of the Council of the European Union dated May 22, 2018, namely:

• *Digital competence – group 4. The ability to use and create digital content intended for the web environment. The acquired in-depth knowledge of modern online stores development technologies enables students to skilfully, critically and freely create quality web content.*

• *Personal competence, social competences and the competence to acquire learning skills – group 5. The ability to cope in complex situations and an uncertain environment. Online commerce is an extremely dynamic field that implies the acquisition of skills for continuous learning. Moreover, in order to create an appropriate design and functionality of web applications, it is necessary to collect multiple and different opinions, conduct constructive dialogues, and the ability to effectively manage time and information.*

• *Entrepreneurial competence – group 7. The ability to plan and manage projects related to e-commerce. The field of digital commerce provides many options for project implementation, which requires analysis and evaluation of the strengths and weaknesses of each possible approach. The knowledge gained in the course helps students easily transform their ideas into real applications.*

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. Digital business basics		6	2	
1.1.	Impact of the Internet on business. Internet economy	2	-	
1.2.	E-business definition and major advantages	2	-	
1.3.	E-business categories	2	2	
Theme 2. Digital commerce		8	6	
2.1	Digital commerce – definition, features and technological models	2	-	
2.2	Electronic payment systems, used in e-commerce	2	2	
2.3	Evaluation of electronic shops	4	4	
Theme 3. E-commerce systems		8	24	
3.1	Essence of e-commerce systems	2	2	
3.2	Architecture of e-commerce systems	2	2	
3.3	Technologies for creating online stores	2	2	
3.4	Open-source software for creating online stores	2	18	

Theme 4. Promotion and advertising of electronic shops		8	13	
4.1	Introduction to e-marketing	2	3	
4.2	The e-commerce website as a marketing tool	2	3	
4.3	Website promotion and advertising	2	3	
4.4	Web site Search Engine Optimization (SEO)	2	4	
Total:		30	45	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Test	1	30
1.2.	Practical test	2	35
Total midterm control:		3	65
2.	Final term control		
2.1.	Examination (test)	1	40
2.2.	Examination (course project)	1	60
Total final term control:		2	100
Total for all types of control:		5	165

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Laudon, K. and Traver, C. E-Commerce 2017. Harlow, England: Pearson Education LTD, 2017.
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, ISBN 978-954-21-0865-8.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Chaffey, D. and Hemphill, T. (2019) Digital Business and E-Commerce Management. (7th Edition), Pearson Education.
2. Parusheva, S. et. al. Electronic Business 2nd Part. Software Development Management. Publishing house „Science and Economics” University of Economics – Varna, 2015, ISBN 978-954-21-0837-5.
3. Rauland, P. Mastering WooCommerce: Build a complete eCommerce websites with WordPress and WooCommerce from scratch, Packt Publishing, 2020.
4. 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.