

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF FINANCE AND ACCOUNTING**  
**DEPARTMENT OF GENERAL ECONOMIC THEORY**

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Adopted by the FC (record №11/ 25.04.2024)

Adopted by the DC (record №11/ 09.04.2024)

**ACCEPTED BY:**

**Dean:**

(Assoc. Prof. Daniela Georgieva, PhD)

## **SYLLABUS**

**SUBJECT: E-BUSINESS**

**DEGREE PROGRAMME: International Business and Management; MASTER`S DEGREE**

**YEAR OF STUDY: 6; SEMESTER: 12**

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

**CREDITS: 8**

### DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

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

Prepared by:

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

2. ....  
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## 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, 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 modern economic reality, develop, and upgrade their civic and digital competences and acquire new skills necessary to successfully compete in a globalizing economy. The practical skills to develop a company e-store develops their entrepreneurial competencies.*

## 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 participants 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	1	
4.2	Technologies for creating online stores	2	1	
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)	1	60
1.2.	Presentation and demonstration of the e-store	1	20
1.3.	Preparation of a business plan	1	30
	<b>Total midterm control:</b>	<b>3</b>	<b>110</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	1	70
	<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.