



## E-COMMERCE

<b>Credit points</b>	3 CP		
<b>Duration of the course</b>	6th semester		
<b>Study course annotation</b>	The study course helps to gain an understanding of e-commerce and e-business, terminology and classification in this field, the nature of the latest information technologies and their possibilities of use		
<b>Aim of the study course</b>	Improve the level of students' skills and knowledge in order to increase the competitiveness of the company using the opportunities of the Internet and mobile technologies in business		
<b>Study course results</b>	<b>Knowledge</b>	<b>Skills</b>	<b>Competences</b>
	<ol style="list-style-type: none"> <li>1. Know the characteristics of the main e-business categories, e-business types and tasks</li> <li>2. Know the variety of e-business and business models, payment systems, business protection on the Internet</li> </ol>	<ol style="list-style-type: none"> <li>1. Able to analyze specific situations and draw independent conclusions about the use of e-commerce models in the operation of the organization</li> <li>2. Students acquire practical skills in using group collaboration tools, modeling, evaluating and presenting e-commerce projects and processes</li> </ol>	Students gain competence and practical experience in the development and use of information and communication technologies, solving regulatory issues in the field of e-commerce, taxes and duties at the national and European level
<b>Study course content</b>	<b>Topics</b>		
	1	The importance of e-commerce in the operation of the organization. Goals, tasks, functions of e-commerce	
	2	Building an e-commerce presence: websites, mobile sites and apps	
	3	Security in e-commerce and payment systems	
	4	Ethical, social and political aspects of e-commerce	
	5	E-commerce solution optimization, risks and opportunities	
6	Future trends of e-commerce		
<b>Form of assessment:</b>	Differentiated written assessment		
<b>Obligatory literature:</b>	<ol style="list-style-type: none"> <li>1. Turban, E., King, D., Lang, J. Introduction to Electronic Commerce, Prentice Hall, 2011</li> <li>2. Tuten, TL, Solomon, MR, Social media marketing, Pearson education international, 2016</li> <li>3. Chaffey D. Digital business and e-commerce management. Harlow, England: Pearson Education Limited, 2014. 712 p.</li> </ol>		
<b>Additional reading:</b>	<ol style="list-style-type: none"> <li>1. Marketing 4.0. Moving from Traditional to Digital / Philip Kotler. - Wiley, 2017. - 184 p.</li> <li>2. Business Law. Ethical, International &amp; e-commerce Environment / Henry R. Cheeseman. - 4th ed. - Prentice Hall, 2002. - 1200, [32] p</li> <li>3. Intellectual Property: Law &amp; the Information Society: Cases &amp; Materials. 1st Ed./ James Boyle, Jennifer Jenkins. - Durham, NC: Center for the Study of the Public Domain, 2014. - 788 p. (CD)</li> </ol>		
Changes and additions to the program and literature list are possible during the study process			