

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Electronic Business				
Head of course	MSc Jasminka Tomljanović, Senior Lecturer				
Study programme	Professional undergraduate study Information Science				
Status of a course	Obligatory				
Year of study	1	Semester	II	ECTS credits	5
Teaching plan (L + E + S+ Pr)	2+0+2+0				
Goals of a course					
Introducing students to access to e-commerce at the strategic, management and operational levels. Analyzing modern technologies for addressing e-commerce and presenting the Internet as an important infrastructure that imposes new business models. Analyzing the most successful examples of e-commerce and the problems that a company faces when introducing a new business concept.					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Outcome 5: Apply web site design and implementation methods. Outcome 6: Apply appropriate business information system protection techniques. Outcome 9: Apply economic and accounting principles in the development of business information systems. Outcome 10: Apply the principles of e-business in the development of business information systems. Outcome 13: Apply manners of organizing business systems and marketing of products and services in information science. Outcome 14: Participate in teamwork. Outcome 15: Independently present professional content in written and spoken form in Croatian and English.					
Expected learning outcomes on a level of a course					
1. Develop e-Commerce design and strategy formulation. 2. Implement digital signatures and digital certificates in e-Commerce. 3. Create a simple business process that describes an organization's business operations segment. 4. Evaluate the characteristics of different business models. 5. Manage customer relationships using e-Marketing. 6. Explain the manners of influence and use of e-Environment on a specific example of electronic commerce. 7. Explain the benefits of using a suitable electronic commerce model and identify the basic factors of its success and competitiveness. 8. Clarify the impact of government and electronic administration on the development of electronic commerce. 9. Select the most successful practice of introduction, management and application of information technologies and systems in corporate systems of electronic commerce on publicly available examples of both Croatian and international practice.					
Content of a course					
Electronic business, electronic economy, Internet economy, types of electronic business (B2B, B2C, G2C and the like). Network organizations and electronic commerce. Electronic data exchange. Electronic business in small and middle-sized companies, business models of electronic business. Electronic marketing. Electronic markets. Electronic payment system. Security of electronic business. Legal aspects of electronic business. Transaction costs and other economic aspects of electronic business. Virtual companies. Internet technology. Electronic economy standards. Case studies.					
Teaching modes	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other		

Comments					
Students' obligations					
Successful completion of exercises and participation in teamwork.					
Grading, evaluation and monitoring of students' work continuously during lectures and exams					
Grading is based upon evaluation of course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.					
Continuous check-up:					
Outcomes	Pre-exam I	Pre-exam 2	Assignment	Threshold	Max
Outcome 1	10%		2%	6%	12%
Outcome 2	10%		2%	6%	12%
Outcome 3	10%		2%	6%	12%
Outcome 4	10%		2%	6%	12%
Outcome 5		15%	2%	8,5%	17%
Outcome 6		15%	5%	10%	20%
Outcome 7		10%	5%	7,5%	15%
Percentage of ECTS	1,5%	1,5%	1%		
Total	40%	40%	20%	50 %	100 %
A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.					
Exam term:					
Outcomes	Written exam	Oral exam	Max		
Outcome 1	5%	5%	10%		
Outcome 2	5%	5%	10%		
Outcome 3	5%	10%	15%		
Outcome 4	10%	5%	15%		
Outcome 5	10%	10%	20%		
Outcome 6	10%	10%	20%		
Outcome 7	5%	5%	10%		
Percentage of ECTS	2,5%	2,5%			
Total	50%	50%	100 %		
A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.					
Grading:					
A student has passed the exam if he has acquired at least 50% of anticipated credits of a specific learning outcome.					
If a student has passed learning outcomes of all courses, the accomplished credits (percentages) of all passed learning outcomes are being added, while the final grade is defined upon following table:					
Range of credits (percentages)	Numerical grade	ECTS grade			
90,00 – 100,00	Excellent (5)	A			
75,00 – 89,99	Very good (4)	B			
60,00 – 74,99	Good (3)	C			
50,00 – 59,99	Sufficient (2)	D			
0,00 – 49,99	Insufficient (1)	F			
Obligatory literature					

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| <ol style="list-style-type: none">1. Panian, Ž.: Izazovi elektroničkog poslovanja; Zagreb, 2002.2. Kalakota, R., Robinson, M.: e-Business 2.0, Addison -Wesley, 2001. |
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Additional literature

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| <ol style="list-style-type: none">1. Andam, Z. R., E-commerce and E-business, e-ASEAN Tasc Force, SUA, 20032. FINA, Elektroničko poslovanje, http://www.fina.hr/Default.aspx?sec=9403. Gates, B., Poslovanje brzinom misli, Izvori, Zagreb, 1999. |
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