

COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF ENGINEERING		
ACADEMIC UNIT	Department of Informatics and Computer Engineering		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	ICE-8107	SEMESTER	8th
COURSE TITLE	Electronic Commerce - Entrepreneurship		
INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits	WEEKLY TEACHING HOURS	CREDITS	
Lectures	2		
laboratory exercises	2		
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).	4	5	
COURSE TYPE general background, special background, specialised general knowledge, skills development	Special Background		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/CS141/		

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

This course allows the understanding of complementary knowledge, from the fields of economics, business administration and information and communication technologies (interdisciplinary knowledge). It focuses on the development of capabilities for system design and system development for the organization and operation of current and future e-enterprises. Students learn to describe, recognize, and combine electronic business models as well as electronic government models. At the same time, they study the available technologies for the development of online business systems and for ensuring security in the operation of electronic businesses and transactions.

Special case studies deepen students' knowledge in the development of e-shop systems, e-procurement systems, e-auction systems, and systems following the bartering model.

Upon successful completion of the course the student will be able to:

- Develops key business models and deepens their operations.
- Presents and utilizes the basic technologies used for their development (clientsidescripting with javascript, serversidescripting with ASP and / or PHP).
- Utilizes sophisticated technologies (jquery, ajax, css) that improve the interface and responsiveness of electronic business systems.

- Identifies the advantages/disadvantages for the pros and cons of e-businesses compared to traditional methods of commerce and business.
- Identifies problems that arise regarding the verification of online orders, ensures the respect of sensitive personal data, secures electronic payments, ensures for the payment of taxes and duties for transactions from different countries.
- Draws up reports that clearly identify the problem and set out its conclusions and proposed solutions.
- Identify and implement for the respective e-business systems the appropriate legal framework.
- Deepen in dynamic web production technologies and utilize web access technologies to database data.
- Implements (integrates) the use of digital certificates.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment
Production of new research ideas	Others...

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Working independently
- Team work
- Working in an interdisciplinary environment
- Production of free, creative and inductive thinking
- Adapting to new situations

(3) SYLLABUS

- Enterprise and relevant concepts
- Constituents of Electronic enterprises/business
- Models of Electronic business
- E-Shop
- E-Mall
- Portals
- E-Procurement
- E-Auctions
- Dynamic Pricing (Name your price and Bartering models)
- Legacy Payment Systems
- Secure communications and secure electronic payments
- Basic Web Technologies (HTTP, HTML, HTML5, HTML Forms, cookies, sessions)
- Client side scripting (javascript)
- Server side scripting (ASP and PHP)
- Tools for improving the interface and the response time (css, sass, jquery, ajax)
- Responsive Web Design
- Single Page Applications
- Tools and Development environments (BootStrap, Node.JS, Ember.JS, Backbone.JS,

AngularJS)

- Case study design and implementation of e-shop
- Case study design and implementation of e-procurement
- Case study design and implementation of e-auction

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face to face	
Face-to-face, Distance learning, etc.		
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Internet Information Server, Apache, Javascript, ASP, PHP, CSS, JQuery, Ajax, MySQL, MS SQL Server, MS Access, Support of the learning process through the University's e-learning platform.	
Use of ICT in teaching, laboratory education, communication with students		
TEACHING METHODS	Activity	Semester workload
The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	Lectures	26
	laboratory practice	26
	laboratory practice	38
	Independent Personal study	35
	Course total	125
STUDENT PERFORMANCE EVALUATION		
Description of the evaluation procedure	I. Written final exams (50%) that includes: - multiple choice questionnaires - short-answer questions - problem solving	
Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other	II. Project implementation and presentation (50%)	
Specifically-defined evaluation criteria are given, and if and where they are accessible to students.		

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:
1. Νικήτα Ν. Καρανικόλα. <i>Τεχνολογίες Διαδικτύου και Ηλεκτρονικό Εμπόριο: Θεωρητική και Πρακτική Προσέγγιση</i> , Εκδοση Πρώτη, 2006, Εκδόσεις Νέων τεχνολογιών, ISBN: 960-8105-94-3
2. Δουκίδης κ.α., <i>Ηλεκτρονικό Εμπόριο</i> , Εκδόσεις Νέων Τεχνολογιών, Αθήνα, 1999
3. Amor Daniel, <i>The E-Business (R)evolution: Living and Working in an Interconnected World</i> , Prentice Hall, 2001.
4. Chan H., Dillon T., Lee R., Chang E., <i>Electronic Commerce: Fundamentals & Applications</i> , John Wiley & Sons, 2001.
5. Huff, S.L., Wade M., Parent M., Schneberger S., Newson P., <i>Cases in Electronic Commerce</i> , Irwin McGraw-Hill, 2000
6. Kalakota R., Whinston A. B., <i>Frontiers of Electronic Commerce</i> , Addison-Wesley Publishing

Company Inc., 1996.

7. Kosiur D., *Understanding Electronic Commerce*, Microsoft Press, 1997.
8. Shaw M., Blanning R., Strader T., Whinston A., *Handbook on Electronic Commerce*, Springer, 2000.
9. Treese G.W., Stewart L. C., *Designing Systems for Internet Commerce*, Addison-Wesley Publishing Company Inc., 1998.

- Related academic journals: