

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
DEPARTMENT OF INFORMATICS

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Prof. Stoyan Marinov, PhD)

SYLLABUS

SUBJECT: E-BUSINESS

DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER'S DEGREE

YEAR OF STUDY: 6; SEMESTER: 11

TOTAL STUDENT WORKLOAD: 90 hours; incl. curricular 30 hours

CREDITS: 3

DISTRIBUTION OF 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 0	2 0
EXTRACURRICULAR	60	-

Prepared by:

1.
(assoc. prof. Silvia Parusheva, PhD)

Head of department
of Informatics: (prof. Yulian Vasilev, PhD)

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 „Intercultural differences in international business” 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 e-commerce presence with web sites, mobile sites, and apps, as well as electronic payments, which are of great importance to e-business, are also covered.

Through their basic business, IT, and e-business knowledge, students can widen their grasp of contemporary economic reality and acquire new skills needed for successful competition in the globalizing economy.

The main competencies involved in the E-Business course are:

- *Mathematical competence and competence in science, technology, engineering (3).*
- *Digital competence (4).*

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. INTERNET TECHNOLOGIES IN BUSINESS. INTRODUCTION TO E-BUSINESS		6		
1.1	The global Internet network – characteristics, architecture, services			
1.2	The Internet economy			
1.3	Basics and advantages of e-business			
Theme 2. E-COMMERCE BUSINESS MODELS AND CONCEPTS		6		
2.1	Types of E-commerce			
2.2	E-commerce Business Models			
2.3	E-commerce Revenue Models			
Theme 3. E-COMMERCE PRESENCE: WEB SITES, MOBILE SITES, AND APPS		5		
3.1	The company web site as an e-business tool			
3.2	Mobile Sites, and Apps			
Theme 4. E-COMMERCE SYSTEMS		7		
4.1	Architecture of e-commerce systems			
4.2	Technologies for creating online stores			
4.3	Open-source software for creating online stores			
Theme 5. ELECTRONIC PAYMENT SYSTEMS		6		
5.1	Traditional payment methods and methods of electronic payments			
5.2	Electronic payment instruments. Advantages and disadvantages.			
5.3	Electronic payments through providers of payment systems			
Total:		30		

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Project (on a predefined theme)	1	20
1.2.	Presentation of the project	1	5
1.3.	Test	1	5
Total midterm control:		3	30
2.	Final term control		
2.1.	Examination (test)	1	30
Total final term control:		1	30
Total for all types of control:		4	60

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Chaffey, D. Hemphill, T. and Edmundson-Bird, D. (2019). Digital Business and E-Commerce Management (7th Edition), Pearson Education.
2. E-Business Course Materials available at <https://e-learn.ue-varna.bg>.
3. Parusheva, S. et al. (2015). Electronic Business 2nd Part. Software Development Management. Publishing house „Science and Economics” University of Economics – Varna.
4. Sulova, S. et al. (2015). Electronic Business 1st Part. Business Modelling. Analysis and Development of Business Information Systems, Publishing house „Science and Economics” University of Economics – Varna.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Laudon, K., Traver, C. (2021). E-Commerce 2021: Business, Technology, Society (16th Edition) Pearson.
2. Salem, A., Parusheva, S. (2018). Developing a Web-Based Ontology for E-Business. International Journal of Electronic Commerce Studies, Taipei, Taiwan: Academy of Taiwan Information Systems Research, 9, 2, 119 - 132.