

**UNIVERSITY OF ECONOMICS - VARNA**  
**MASTER DEGREE CENTER**  
**DEPARTMENT OF INFORMATICS**

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Adopted by the FC (record №8 / 05.03.2020)

Adopted by the DC (record №7/ 28.02.2020)

**ACCEPTED BY:**

**Dean:**

**(Prof. Vladimir Sulov, PhD)**

## **SYLLABUS**

**SUBJECT: “E-COMMERCE”**

**DEGREE PROGRAMME: “Computer Science”; MASTER’S DEGREE**

**YEAR OF STUDY: 5 for same field graduates; 6 for other field graduates;**

**SEMESTER: 9 for same field graduates, 11 for other field graduates;**

**TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 75 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>
<b>CURRICULAR:</b>		
incl.		
• LECTURES	45	3
• SEMINARS / LAB. EXERCISES	30	2
<b>EXTRACURRICULAR</b>	165	-

**Prepared by:**

1. ....  
(Assoc. prof. Snezhana Sulova, PhD)

2. ....  
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**Head of department  
of Informatics: .....**  
(Prof. Julian Vasilev, PhD)

## **I. ANNOTATION**

*Electronic commerce (e-commerce) is the most widely-spread e-business. The goal of the course E-Commerce is to provide the masters of "Computer Science" knowledge about the methodology, organization and technology of online sales. The primary focus of this course is teaching students about:*

- *the characteristics, organizational forms and technological models of e-commerce;*
- *electronic payment systems, used in e-commerce;*
- *e-commerce systems;*
- *strategies for promotion and advertisement of online stores.*

*The knowledge that students receive with this course will allow them to develop skills in organization, management and maintenance of e-business, as well as helping them to form skills for developing and practicing e-commerce. The course projects consist of a business plan, description and implementation of an online store.*

*The course gives students skills for self-improvement and helps them hone their skills as team players and calibrate the decision-making process in regards to the application of Internet technologies in business.*

## **II. THEMATIC CONTENT**

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>Theme 1. Electronic business basics</b>		<b>6</b>	<b>2</b>	
1.1.	Impact of the Internet on business. Internet economy	2	-	
1.2.	E-business definition and major advantages	2	-	
1.3.	E-business categories	2	2	
<b>Theme 2. Electronic commerce</b>		<b>12</b>	<b>4</b>	
2.1	Electronic commerce – definition, features and technological models	3	-	
2.2	Electronic payment systems, used in e-commerce	3	1	
2.3	Evaluation of electronic shops	6	3	
<b>Theme 3. E-commerce systems</b>		<b>15</b>	<b>20</b>	
3.1	Essence of e-commerce systems	2	-	
3.2	Architecture of e-commerce systems	2	-	
3.3	Technologies for creating online stores	2	2	
3.4	Open-source software for creating online stores	9	18	
<b>Theme 4. Promotion and advertising of electronic shops</b>		<b>12</b>	<b>4</b>	
4.1	Introduction to e-marketing	3	-	
4.2	The e-commerce website as a marketing tool	3	1	
4.3	Website promotion and advertising	3	1	
4.4	Web site Search Engine Optimization (SEO)	3	2	
<b>Total:</b>		<b>45</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.	Course project 1	<b>1</b>	40
1.2.	Course project 2	<b>1</b>	50
	<b>Total midterm control:</b>	<b>2</b>	<b>90</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	<b>1</b>	75
	<b>Total final term control:</b>	<b>1</b>	<b>75</b>
	<b>Total for all types of control:</b>	<b>3</b>	<b>165</b>

### **IV. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

1. Laudon, K. and Traver, C. E-Commerce 2017. Harlow, England: Pearson Education LTD, 2017.
2. Sulova, S. et. al. Electronic Business 1st Part. Business Modeling. Analysis and Development of Business Information Systems, Publishing house „Science and Economics” University of Economics – Varna, 2015, ISBN 978-954-21-0865-8.

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Chaffey, D. E-Business and E-Commerce Management: Strategy, Implementation and Practice (6th Edition), Pearson Education, 2015.
2. Michel C. E-Commerce and the Digital Economy. London: Routledge Journals, Taylor & Francis Group, 2015.
3. Parusheva, S. et. al. Electronic Business 2nd Part. Software Development Management. Publishing house „Science and Economics” University of Economics – Varna, 2015, ISBN 978-954-21-0837-5.
4. Rauland, P. Mastering WooCommerce: Build a complete eCommerce websites with WordPress and WooCommerce from scratch, Packt Publishing, 2020.
5. Sulova, S. A System for E-commerce Website Evaluation. 19 International Multidisciplinary Scientific Geoconference SGEM 2019: Conference Proceedings, 28 June-7 July 2018, Albena, Bulgaria: Vol. 19. Informatics, Geoinformatics and Remote Sensing. Iss. 2.1, Sofia: STEF92 Technology Ltd., 19, 2019, 2.1, 25-32.