COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED ECONOMIC AND SOCIAL SCIENCES
ACADEMIC UNIT	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT
LEVEL OF STUDIES	*Undergraduate*

COURSE CODE	**5904**	**SEMESTER**	9th
COURSE TITLE	ELECTRONIC BUSINESS		

INDEPENDENT TEACHING ACTIVITIES	**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures	3	5
Laboratory exercises	2	

COURSE TYPE	General Background
PREREQUISITECOURSES	NO
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek
IS THE COURSE OFFERED for ERASMUS STUDENTS?	YES (in English)
COURSE WEBSITE (URL)	https://mediasrv.aua.gr/eclass/modules/auth/opencourses.php?fc=123

2. LEARNING OUTCOMES

Learning Outcomes

The aim of the course is:

- to help students tounderstand the importance of e-business and e-commerce for businesses and for the whole supply chain
- to help students to understand the importance of eGovernment for the state and the citizen
- to help students to become familiar with business models and e-commerce strategies
- to help students to know the electronic supplies, procedures and types of supplies as well as the software tools that support them
- to help students to understand the importance of e-marketing and customer relationship management software
- to help students to become familiar with technologies and policies for the security of e-commerce

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

- explain the role of e-business, e-commerce and e-government and recognize their differences
- describe the procedures and types of e-procurement
- explain the role and dynamics of e-marketing
- explain the importance of electronic purchasing in supply chain management
- identify the requirements, specifications, and features necessary to design and implement a successful e-shop

• create a website using a software tool • "build" an online store using a specialized tool	
General Competences	

Adapting to new situations

Decision-making

Working independently

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas Teamwork

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional, and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

3. SYLLABUS

The theoretical part of the course covers the following topics:

1. Introduction to e-business and e-commerce

2. Fundamentalelements of e-commerce

3. Business models and e-commerce strategies

4. Electronic payment systems and transaction security

5. E-businessstrategy

6. E-Government

7. Electronic procurement (certification, notification, bidding, assignment, auctions, catalogs, ordering, pricing, payment)

8. E-marketplaces and support of supply chain management

9. E-marketing, customer relationship management, personalization technologies

10. E-shop design and functionality

11. Legal and tax issues

12. Collaborative Systems and social business

13. E-business prospects

The laboratory part of the course covers the following topics:

- Create a website to show products and/or services using a suitable software tool

- E-shop development using a specialized software tool and practical applications on specific issues of e-commerce

A combination of teaching and learning methods will be used, aiming at the active participation of the students and the practical application of the thematic units under examination; there will also be lectures using audiovisual media, discussions, and analyses of case studies on real business issues, experiential (group) activities, as well as projections of relevant videos. The students will also undertake an individual or group project. Furthermore, articles, audiovisual lecture materials, web links/addresses, useful information, case studies and exercises for further practice are posted in digital form on the AUA Open e-Class platform.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face -to-face,Distance learning
USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY	• Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System) • Support of lectures using presentation software • Use of audiovisual material • Use of web applications **Communication with students**: face-to-face at office hours, email, eclass platform

TEACHING METHODS	Activity	Workload
	Lectures (direct)	39
	Laboratory Practice	26
	Essay Writing	20
	Autonomous study	36
	Advisory Support	0,5
	Examination	2
	Laboratory Examination	2
	Total *(About 25 hours of study per ECTS)*	**125,5**

STUDENT PERFORMANCE EVALUATION	The evaluation process is in the language that the course is taught (Greek or English) and consists of: i. Compulsory written final examination at the

	end of the semester (weighting factor **70%** at least) which may includes: • Multiplechoice questionnaires • Open-endedquestions • Problemsolving • Oral examination **Evaluation criteria:** correctness, completeness, clarity ii. Optional written exam or essay during the semester (weighting factor 30%) which may includes: • Multiplechoice questionnaires • Open-endedquestions • Problemsolving • Essay/report • Oral examination **Evaluation criteria:** correctness, completeness, clarity **Special learning difficulties:** Students with **special learning difficulties** in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department. **Specifically-Defined Criteria:** The evaluation criteria are made known during the first lesson and are clearly stated on the course website and the AUA Open e-class platform. The answers to the exam questions are posted on the AUA Open e-Class platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.

5. **ATTACHEDBIBLIOGRAPHY**

Suggested Bibliography in Greek Language:

- Αρσένης Σ. (2007). Σχεδιασμός Πετυχημένων Ιστοσελίδων. Μάρκετινγκ και Πωλήσεις Προϊόντων και Υπηρεσιών μέσω Διαδικτύου, Εκδόσεις Κλειδάριθμος.

- Βλαχοπούλου Μ., Δημητριάδης Σ. (2014). Ηλεκτρονικό Επιχειρείν και Μάρκετινγκ, Καινοτόμα μοντέλα σε ψηφιακό περιβάλλον", Εκδ. Rosili.

- Δρόσος, Δ., Βουγιούκας, Δ., Καλλίγερος, Ε., Κοκολάκης, Σ., Σκιάνης, Χ. (2015). Επιχειρείν στο διαδίκτυο και σε ασύρματες συσκευές. [Κεφάλαιο Συγγράμματος]. Στο Δρόσος, Δ.,

Βουγιούκας, Δ., Καλλίγερος, Ε., Κοκολάκης, Σ., Σκιάνης, Χ. 2015. Εισαγωγή στην επιστήμη των υπολογιστών & επικοινωνιών. [ηλεκτρ. βιβλ.] Αθήνα:Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών. κεφ 9. Διαθέσιμο στο: http://hdl.handle.net/11419/4579

- Δουληγέρης, Χ., Μητρόπουλος, Σ. (2015). ΗΛΕΚΤΡΟΝΙΚΟ ΕΠΙΧΕΙΡΕΙΝ ΚΑΙ ΗΛΕΚΤΡΟΝΙΚΟ ΕΜΠΟΡΙΟ. [Κεφάλαιο Συγγράμματος]. Στο Δουληγέρης, Χ., Μητρόπουλος, Σ. 2015. Πληροφοριακά συστήματα στο διαδίκτυο. [ηλεκτρ. βιβλ.] Αθήνα:Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών. κεφ 3. Διαθέσιμο στο: http://hdl.handle.net/11419/3972

- Καρανικόλας, Ν. (2006). Τεχνολογίες Διαδικτύου και Ηλεκτρονικό εμπόριο, Εκδ. Νέων Τεχνολογιών.

- Πολλάλης Ι. και Γιαννακόπουλος Δ. (2007). Ηλεκτρονικό Επιχειρείν, εκδόσεις Σταμούλης.

- Χονδροκούκης, Γ. (2015). Εισαγωγή στο Ηλεκτρονικό Εμπόριο e-επιχειρείν, Εκδότης Βαρβαρήγου, Μ.

- Chaffey D. (2016). Ψηφιακές επιχειρήσεις και ηλεκτρονικό εμπόριο, Στρατηγική, υλοποίηση και εφαρμογές, 6η Αμερικάνικη έκδοση, Κλειδάριθμος.

- Schneider, G. (2015). Ηλεκτρονικό Εμπόριο, 11η έκδοση, Χ. Γκιούρδας& Σία ΕΕ.

Suggested Bibliography in English Language:

- GrefenP., Beyonde-Business, (2016). Towardsnetworked structures, Routledge, Taylor & Francis Group, London and New York.

Related academic Journals:

- Information Systems and e-Business Management

- International Journal of ElectronicBusiness

- Journal of Internet and e-business studies

- ElectronicCommerce Research and Applications

- International Journal of e-Education, e-Business, e-Management and e-Learning

Instructor's Notes