GENERAL

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>SCHOOL OF ENGINEERING</th>
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<tbody>
<tr>
<td>ACADEMIC UNIT</td>
<td>COMPUTER ENGINEERING AND INFORMATICS</td>
</tr>
<tr>
<td>LEVEL OF STUDIES</td>
<td>Undergraduate</td>
</tr>
<tr>
<td>COURSE CODE</td>
<td>CEID_NES84</td>
</tr>
<tr>
<td>SEMESTER</td>
<td>SPRING (compulsory, by choice)</td>
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</table>

**COURSE TITLE**: eBusiness

**COURSE CODE**: CEID_NES84

**SEMESTER**: SPRING (compulsory, by choice)

**INDEPENDENT TEACHING ACTIVITIES**

Lectures, Laboratory Exercises, Recitation sections

2(L), 1(LE), 2(RS) 5

Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).

**WEEKLY TEACHING HOURS**

5

**CREDITS**

5

**COURSE TYPE**

skills development

**PREREQUISITE COURSES**: There are no prerequisite courses. It is however recommended that students have at least a basic knowledge of Web Programming.

**LANGUAGE OF INSTRUCTION and EXAMINATIONS**: Greek. The course can be offered in English if attended by foreign students

**IS THE COURSE OFFERED TO ERASMUS STUDENTS**: Yes (in English)

**COURSE WEBSITE (URL)**

https://eclass.upatras.gr/courses/CEID1137/

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

**At the end of this course the student will:**

1. Have understood the differences between e-commerce and e-business and perceived the breadth of technologies used in modern e-business applications
2. Have understood the concept of a business model and its components and become familiar with examples of e-business applications based on one or more models.
3. Be able to indicate the main categories of online advertising and marketing and describe how they work at a business and a technological level (advertising networks, beacons, web cookies, retargeting, etc.)
4. Be able to describe the technologies used in modern electronic customer relationship management (eCRM) to maintain customers and increase sales.
5. Be able to list and describe privacy and security technologies, as well as modern electronic payment processing options (credit cards, bitcoin, e-wallets, etc.).
6. Be able to customize and implement fully functional e-business applications and advertising campaigns with modern tools and technologies.
7. Be able to critically evaluate the status of an advertising campaign or a CRM service through the study of marketing/web metrics (selecting appropriate KPIs) and propose adequate interventions to increase efficiency.

**Competences**

At the end of the course the student will have further developed the following skills/competences:

1. Ability to understand the various concepts and basic principles of modern e-business applications and how they relate to web programming techniques, DB technologies and web data mining (content, structure
and usage)
2. Ability to apply these concepts to design and implement efficient e-business applications.
3. Ability to work cooperatively to solve problems that may be faced during the development and maintenance of an ecommerce application.
4. Ability to study and be updated on all current technological advances affecting the domain of modern e-business.

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
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
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

SYLLABUS
The course aims to familiarize students with the basic concepts of entrepreneurship in the modern web environment with emphasis on the design and implementation of efficient e-business applications.

1. Introductory concepts and definitions, e-business application usage data at national, European and global level
2. B2B and B2C business models
3. Electronic procurement and supply chain management
4. Digital marketing (display, search network, email, multiple channels)
5. E-commerce in social media and mobile devices.
6. Electronic CRM (customer relationships management)
7. Case studies: Amazon, Twitter, eBay
8. Software development life cycle and project management for e-business applications
9. Management of e-business technological infrastructure
10. E-business applications and personalization techniques
11. Electronic transaction processing and security issues
12. Legal and Privacy Issues
The course lab concerns designing and implementing an e-shop using an open source CRM platform and developing an online advertising campaign on the search engine and the display network.

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY
Face-to-face, Distance learning, etc.
Face-to-face

USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
We use Information and Communications Technology in communication with students. We use eclass, email, forum.

TEACHING METHODS
The manner and methods of teaching are

<table>
<thead>
<tr>
<th>Activity</th>
<th>Semester workload</th>
</tr>
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<tbody>
<tr>
<td>Lectures</td>
<td>26</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Laboratory Practise</td>
<td>13</td>
</tr>
<tr>
<td>Project</td>
<td>46</td>
</tr>
<tr>
<td>Study and analysis of bibliography</td>
<td>20</td>
</tr>
<tr>
<td>Non-directed study</td>
<td>30</td>
</tr>
<tr>
<td>Course total</td>
<td>135</td>
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**STUDENT PERFORMANCE EVALUATION**

Description of the evaluation procedure

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

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

(1) Written examination (60% of the final grade)
(2) Project (40% of the final grade)

**ATTACHED BIBLIOGRAPHY**

- Suggested bibliography:

- Related academic journals: