Electives

Course Title	**E-Commerce and the Internet**				
Course Code	**EL471**				
Course Type	**Elective**				
Level	BSc/1st Cycle				
Year / Semester	4th/7th				
Teacher's Name	Christian Salim				
ECTS	5	**Lectures / week**	3 hours	**Laboratories / week**	-
Course Purpose and Objectives	The aim of the course is to examine the foundations, functions and effects of e-commerce in the online environment. Students are introduced to Internet technologies, online marketing mechanisms, knowledge based products, smart products and services, pricing in the internet economy, online auctions and online shopping, eGovernment, Internet economy policies and forecasts for the new economy.				
Learning Outcomes	Upon successful completion of the course, students will be able to: • Describe cutting-edge opportunities and practices in e-commerce, publishing, sales, e-distribution, knowledge creation and diffusion. • Describe the marketing of individuals and organizations on the Internet • Analyze the advantages and disadvantages of Internet vs. commercial services • Evaluate business opportunities for business related to the Internet • Clarify the problems surrounding Electronic Commerce in relation to security and personal data security				
Prerequisites	-		**Required**		-
Course Content	The Electronic Commerce Revolution: The Start of E-Commerce, the Difference From the Online Business and the Basic Concepts. Business models and concepts of e-commerce: the main business models and concepts of e-Commerce, the main business models of B2B B2B business, e-commerce catalysts. The required infrastructure: the Internet and the World Wide Web, the Internet technology background, the current Internet form, the future of the Internet, features and services of the Web, mobile applications. Building the Web presence: choosing hardware and software, choosing Ecommerce website tools, developing a mobile website, and building mobile applications.				

	Electronic Security and Payment Systems: Security Environment in E-Commerce, E-Commerce Security Threats, Technology Solutions, Management Policies, Business Processes and Legislation, Payment Systems.
	Marketing concepts in e-commerce: Social, Mobile and Local, Internet marketing technologies.
	E-commerce marketing communications: Ethical, social and political issues in e-commerce, information and information rights, information collected on e-commerce websites, social networks and privacy, copyright.
	E-Retail and Services: the e-commerce industry, sustainability analysis, creation of electronic material, online travel services, online promotional services.
	Online Material and Media: online editions, online entertainment industry,
	Social Networks, Auctions and Portals: social networking and communities, online auctions and e-commerce gateways.
	B2B B2C e-commerce: supply chain, B2B e-Commerce and Supply Chain Management, networking, private industrial networks, management and co-operative trade.
Teaching Methodology	Lectures 42 hours
Bibliography	Kenneth C. Laudon & Carol Guercio Traver, E-Commerce, 13th Edition, Pearson, 2017
Assessment	Final Exam 100%
Language	English