

Course Title	E-commerce and E-Government for Marketers				
Course Code	MBAD 300				
Course Type	COMPULSORY FOR THE CONCENTRATION (ELECTIVE)				
Level	MASTER				
Year / Semester	YEAR 2 / SEMESTER 5 or 6				
Teacher's Name	George Dekoulis				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>This course aims to make students aware of the main aspects of e-commerce and Customer Relationship Management. Also, the course aims to equip students with skills and tools to explore the opportunities that internet and e-business offers. Additionally, the course aims to focus on concepts and equip students with skills and tools that will help them understand and take competitive advantage of the evolving world of opportunity, offered by e-commerce. In addition, this course will introduce major concepts, requirements, problems and opportunities for successful planning, implementation and assessment of e-Government projects.</p>				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ul style="list-style-type: none"> • Critically define e-commerce and describe how it differs from e-business. • Understand and describe the unique features of e-commerce technology and discuss their business significance. • Identify and describe the major B2C business models, B2B business models and understand key business concepts and strategies applicable to e-commerce. • Critically describe how the use of Internet features and service, support e-commerce. • Identify the steps to be taken, in developing an e-commerce presence and describe the tools used to establish secure internet communication channels. • Identify and describe the marketing capabilities of social marketing platforms such as Facebook, Twitter, Instagram and Pinterest. • Describe why e-commerce raises ethical, social, and political issues. • Identify the challenges faced by the different types of online retailers and describe current trends in the online career services industry • Use e-Government terminology to discuss main topics in the field • Explain how e-Government delivers government services and facilitates citizens' participation and democracy • Identify international aspects of EU policies for e-Government. • Examine the current and future trends, and risks related to e-Government. 				
Prerequisites	ALL COMPULSORY COURSES	Required	NONE		

Course Content	<ul style="list-style-type: none"> • The Revolution is Just Beginning • E-commerce Business Models and Concepts • Technology Infrastructure for E-commerce • E-commerce Infrastructure: The Internet, Web, and Mobile Platform • Building an E-commerce Presence: Websites, Mobile Sites, and Apps • E-commerce Security and Payment Systems • E-commerce Marketing and Advertising Concepts • Social, Mobile, and Local Marketing • Ethical, Social, and Political Issues in E-commerce • Online Retail and Services • Online Content and Media • Social Networks, Auctions, and Portals • B2B E-commerce: Supply Chain Management and Collaborative Commerce • Introduction, Orientation • The IT revolution • The new Economy and the role of government • The Public Policy Analysis/Implementation lifecycle • Defining E-Gov and eDemocracy • Electronic Public Services, and eDemocracy • The eGov evolution • International perspective of E-Gov • Electronic Services, and service delivery • Open Government • E-Democracy and citizens' participation in governance • The e-Gov policy in Europe
Teaching Methodology	<p>The course is delivered through lectures, discussion, assignments, presentations, case studies and multimedia implementation. Highly interactive sessions. Guest speakers from the industry and the public sector will be invited.</p>
Bibliography	<p>Required Textbooks:</p> <ul style="list-style-type: none"> • Implementing and Managing eGovernment: An International Text, Richard Heeks, (ISBN-10: 0761967923, ISBN-13: 978-0761967927) • Kenneth C. Laudon, C. K. Traver. G. C. (2018) E- commerce. (14th edition) Pearson • Electronic Commerce (2018). A Managerial and Social Networks Perspective (Springer Texts in Business and Economics, 9th edition). <p>Recommended Reading:</p> <p>EBSCO E library https://search.ebscohost.com</p> <p>Chorianopoulos, A. (2016) Effective CRM using Predictive Analytics. (1stedition). Sussex, Willey and son.</p>

	Laudon, K. & Laudon, J. (2018). Management Information Systems: Managing the digital firm (15th edition). Essex. Pearson.		
Assessment	40%	Final Exam	
	20%	Mid-term / Tests	
	30%	Projects & Assignments	
	10%	Attendance & Participation	
Language	English		