



INTERNATIONAL
HELLENIC
UNIVERSITY

DEPARTMENT OF
BUSINESS ADMINISTRATION

Serres Campus
Terma Magnesias, 62124, Serres - Greece

COURSE DESCRIPTION

E-COMMERCE

Semester: 6th

Lectures: 3 hours per week

ECTS: 5

Course objective:

The objectives of this course are the following:

- Introduce students to the concepts, trends, opportunities and critical success factors in e-commerce.
- Familiarize students with how to develop online business activities.
- Develop basic knowledge and skills in developing e-commerce actions.
- To foster the e-commerce of students as a place where they can develop careers and entrepreneurship.

Learning outcomes:

Upon completion of the course, students should be able to:

- Know basic e-commerce concepts.
- Know the critical issues for successful e-commerce business development.
- Recognize trends in the field of e-commerce and understand the opportunities and risks involved.
- Design business activities in the field of e-commerce.
- Develop online shops on an original level.

Course content:

1. Introduction to E-commerce

2. The characteristics, evolution and trends of e-commerce.
3. Ecommerce Forms and Models: Basics
4. Retail Ecommerce Models: online retailer, community provider, content provider, portal, broker, market maker, service provider.
5. Wholesale Ecommerce Models: Electronic Distributors, Electronic Suppliers, Exchanges, Industrial Consortium, Private Industrial Networks
6. Online store development methodology: setting goals and requirements, selecting hardware and software, system manufacturing processes.
7. Software platforms and online shop tools
8. Development of an online mobile shop
9. Payment systems in e-commerce
- 10 E-commerce security issues (risks and threats, security policy and system)
- 11, Customer privacy issues
12. E-Commerce Career Opportunities
13. Course conclusions - presentations of assignments

Exam methods:

- Multiple choice questions
- Theory understanding
- Case study analysis