

Course Title	E-Commerce in Hospitality & Tourism										
Course Code	TCOM-200										
Course Type	This course serves as both Elective and Requirement, according to the program.										
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Computer Requirement</td> </tr> <tr> <td>Business Diploma/Bachelor</td> <td>Requirement</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Computer Requirement	Business Diploma/Bachelor	Requirement	All Programs	General Elective			
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All Programs	General Elective										
Level	Bachelor (1 st Cycle)										
Year / Semester	Year 2, B' Semester										
Teacher's Name	Dr. Adamantini Peratikou										
ECTS	4	Lectures / week	3	Laboratories / week	0						
Course Purpose and Objectives	<p>The course emphasizes the utilization of recent developments in information technology (IT) within the context of the Hospitality and Tourism industry. It critically examines all aspects of marketing such as promotion, advertising, distribution, sales and after-sales service within an E-business framework. The course provides an extensive discussion and application of information technology, e-commerce and e-marketing as these emerging technologies apply to the hospitality and tourism industry. Concepts, terms and technical jargon are explained.</p> <p>Students are expected to:</p> <ul style="list-style-type: none"> • Understand the usefulness of information technology within the context of hospitality and tourism • Explore various e-marketing aspects • Become familiar with the E-business framework • Understand technical jargon 										

Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Define E-Commerce and explain the key concepts and frameworks. 2. Comprehend the use of E-Commerce in hospitality establishments 3. Develop an understanding of E-Commerce development, models, process, application and the related social and ethical issues. 4. Discuss the E-Commerce websites, their tools and features, and identify the connectivity between the Internet and the corporate world. 5. Understand E-Commerce marketing and advertising concepts and methods for serving industries. 6. Apply Online Retailing and Services techniques and develop an E- business strategy. 		
Prerequisites	TCOM – 100 Computer Applications or TCOM - 150 Interactive Communications in the Hospitality Industry	Required	
Course Content	<ol style="list-style-type: none"> 1. Concepts of E-Commerce. 2. E-Commerce in the Hospitality Context 3. Retailing in E-Commerce. 4. Internet consumers and market research. 5. Data warehousing and data mining. 6. Advertisements on the Web. 7. E-Commerce for serving industries. 8. Business-to-business E-Commerce 9. Intranet and extranet application. 10. Electronic payment systems. 11. E-Business strategy and implementation. 		
Teaching Methodology	The course is delivered through lectures, demonstrations and practical sessions.		
Mode of delivery	Face to face.		
Bibliography	Required		
	<ol style="list-style-type: none"> 1. Kenneth C. Laudon & Carol Gurcio Traver (2017), <i>E-Commerce 2017, Business, Technology, Society</i>, 13th ed., Pearson. 		
	Recommended		
	<ol style="list-style-type: none"> 1. Schneider G., <i>Electronic Commerce</i>, 7th ed., Thomson Learning, 2007 		

<p>Assessment</p>	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="533 286 1385 544"> <tr> <td data-bbox="533 286 959 360">30 – 50 %</td> <td data-bbox="959 286 1385 360">Final Exam</td> </tr> <tr> <td data-bbox="533 360 959 434">20 – 40 %</td> <td data-bbox="959 360 1385 434">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td data-bbox="533 434 959 508">10 – 30 %</td> <td data-bbox="959 434 1385 508">Assignments / Projects</td> </tr> <tr> <td data-bbox="533 508 959 544">0 – 10 %</td> <td data-bbox="959 508 1385 544">Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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<p>Language</p>	<p>English</p>								