## E-Commerce

| Course Title | E-Commerce |
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| Course Code | TCOM-200 |

| Course Type | This course serves as both Elective and Requirement, according to the program. |
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| Hospitality Bachelor | Computer Elective |
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| Business Diploma/Bachelor | Requirement |
| All Programs | General Elective |

| Level | Bachelor (1st Cycle) |
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| Year / Semester | Year 2, B' Semester |
| Teacher's Name | Dr. Adamantini Peratikou |

| ECTS | 6 | Lectures / week | 3 | Laboratories / week | |
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| Course Purpose and Objectives | The course emphasizes the utilization of recent developments in information technology (IT) within the context of business globalization.  It critically examines all aspects of marketing such as promotion, advertising, distribution, sales and after-sales service within an E-business framework. |
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| Learning Outcomes | Upon completion of this course students will be able to:<br><br>1. Define E-Commerce and explain the key concepts and frameworks.<br><br>2. Develop an understanding of E-Commerce development, models, process, application and the related social and ethical issues.<br><br>3. Discuss the E-Commerce websites, their tools and features, and identify the connectivity between the Internet and the corporate world.<br><br>4. Understand E-Commerce marketing and advertising concepts and methods for serving industries.<br><br>5. Apply Online Retailing and Services techniques and develop an E- business strategy. |
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| Prerequisites | TCOM – 190 Web Development | Required | |
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| **Course Content** | 1. Concepts of Electronic Commerce.<br>2. Retailing in E-Commerce.<br>3. Internet consumers and market research.<br>4. Data warehousing and data mining.<br>5. Advertisements on the Web.<br>6. E-Commerce for serving Industries.<br>7. Business-to-business E-Commerce<br>8. Intranet and extranet application.<br>9. Electronic payment systems.<br>10. 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**<br><br>1. Efrain Turban/David King/Judy Lang, Introduction to Electronic Commerce, 2nd ed., Prentice Hall, 2009.<br><br>**Recommended**<br><br>1. Schneider G., Electronic Commerce, 7th ed., Thomson Learning, 2007<br>2. Kambil, A. and van Heck, E. Making Markets How Firms Can Design and Profit from Online Auctions and Exchanges. Harvard Business School Publishing, 2002.<br>3. Timmers, P. Security, Strategies and Models for Business-to-Business Trading Electronic Commerce, John Wiley and Sons, 2000.<br>4. Turban E. King D. Lee J. and Viehland, D. Electronic Commerce 2004: A Managerial Perspective, Pearson Prentice-Hall. |
| **Assessment** | The following assessment methods are employed to assess this course:<br><br><table><tr><td>30 – 50 %</td><td>Final Exam</td></tr><tr><td>20 – 40 %</td><td>Mid –Term / Tests / Quizzes</td></tr><tr><td>10 – 30 %</td><td>Assignments / Projects</td></tr><tr><td>0 – 10 %</td><td>Class Attendance & Participation</td></tr></table> |
| **Language** | English |