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| **Course Title** | E-Business & Digital Transformation |
| **Course Code** | TMBA – 210 |
| **Course Type** | This course is an Elective |
| **Level** | Master (2nd Cycle) |
| **Year / Semester** | Year 1, A’ or B’ Semester |
| **Teacher’s Name** | Dr Adamantini Peratikou |
| **ECTS** | 6 | **Lectures / week** | 3 | **Laboratories / week** |  |
| **Course Purpose and Objectives** | ​This course aims to develop students' abilities to analyze and evaluate e-business applications, as well as design e-business models. With a clear focus on the strategic, managerial, operational and technical factors it will provide students the expertise, competencies and capabilities required for the successful development of an organization’s e-business. An investigation is conducted on current business and technology trends including the individual, business and societal implications of e-business. The course makes extensive use of current case studies and gives students the opportunity to design new e-business models and applications. The course covers both the theoretical concepts of e-business strategy and operation, as well as their practical implications. Using in - class student exercises and presentations, the course refines students’ communication, presentation, time -management and group - work skills. The course will build on the skills developed in previous courses of the program.Students are expected to:* Gain the opportunity to design new e-business models and applications
* Develop as future business professionals and scholars
* Gain analytical skills and critical thinking using a variety of case studies
* Gain an opportunity to develop their ability to use e-business applications and technologies in a commercial environment
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| **Learning Outcomes** | Upon completion of this course students will be able to:1. Identify ways of communicating and interchanging of business data, information and documentation through electronic media;
2. Describe information technologies and web services for different fields of electronic businesses;
3. Demonstrate an understanding on strategic issues related to the use of technology to support decision making and business operations;
4. Critically evaluate the managerial and organizational issues related to e-business, from strategic, operational and technical aspects;
5. Consider ethical, social and cultural challenges in the context of e-business that impact individuals, businesses and society;
6. Illustrate teamwork and collaboration skills as part of leadership development.
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| **Prerequisites** | None | **Required** | Elective |
| **Course Content** | 1. E-Business Landscape
* An introduction to familiarize students to the basics of electronic business and forms of electronic commerce
* Applications of E-Business
1. E-Business Foundations and Models
* Electronic data interchange
* Electronic payment systems
* Electronic business options and opportunities, electronic business security concerns
* Digital platforms
1. E-Commerce Marketing Analysis and Marketing Strategies
* E-Business Emerging Trends
* Social commerce
* Mobile commerce
* Omni - channel commerce
1. Legal and ethical issues.
* Legal issues in e-businesses
* Ethical issues
* Political Issues
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| **Teaching Methodology** | Faculty members select one or a combination (according to thematic area and expected learning outcomes) of the following teaching methods in order to achieve the learning outcomes of the course: lectures, workshops, seminars, individual or group case - studies and exercises, debates, demonstrations and discussion, educational visits, digital learning, flip learning method, coaching-mentoring, project -based learning method, work - based learning method, presentations by visitors etc. |
| **Mode of delivery** | Face to face. |
| **Bibliography** | **Required** |
| Laudon, K. and Traver, C., 2019. *E-Commerce 2018*. 14th ed. Upper Saddle River: Pearson Education Limited.Schneider, G. 2019. *Electronic Commerce*. 12th ed. Boston: Cengage Learning. |
| **Recommended** |
| Baltzan, P. (2020). Business Driven Technology, 8th edition; ISBN13: 978159924927. |
| **Assessment** | The following assessment methods are employed to assess this course:

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| 30 – 50 % | Final Exam |
| 20 – 40 % | Mid –Term / Tests / Quizzes |
| 10 – 30 % | Assignments / Projects |
|  0 – 10 % | Class Attendance & Participation |

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| **Language** | English |