|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **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 | | | | | | |
| **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. | | | | | | |
| **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 | | | | | | |
| **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:   |  |  | | --- | --- | | 30 – 50 % | Final Exam | | 20 – 40 % | Mid –Term / Tests / Quizzes | | 10 – 30 % | Assignments / Projects | | 0 – 10 % | Class Attendance & Participation | | | | | | | |
| **Language** | English | | | | | | |