ΟΙΚΟΝΟΜΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

ΣΧΟΛΗ ΔΙΟΙΚΗΣΗΣ ΕΠΙΧΕΙΡΗΣΕΩΝ
SCHOOL OF BUSINESS

ΤΜΗΜΑ ΔΙΟΙΚΗΤΙΚΗΣ ΕΠΙΣΤΗΜΗΣ & ΤΕΧΝΟΛΟΓΙΑΣ
DEPARTMENT OF MANAGEMENT SCIENCE & TECHNOLOGY

ELECTRONIC COMMERCE AND INTERNET APPLICATIONS

- **Course code**
  8146
- **Type of course (compulsory, optional)**
  Compulsory or optional depending on the specialization
- **Level of course**
  First Cycle
- **Year of study**
  2014-2015
- **Semester**
  6th Semester
- **Number of credits allocated**
  6 ECTS Credits
- **Name of lecturer**
  Pramatari Katerina, Associate Professor

- **Description**
  The growth of the Internet and electronic commerce over the last decade has radically changed the communication landscape between business and consumers, business partners, government and citizens etc. Moreover, new developments around social networking and the interaction through emerging communication channels, such as mobile, have created a new landscape for innovation and entrepreneurship. The objective of this course is to develop the students' theoretical and technical background in order for them to understand the possibilities and limitations of the new technologies and business models and be in the position to exploit the new business opportunities that open up in this area. Different e-business applications and case studies are examined from both a business and technical perspective. Topics discussed include, among others, the required technical infrastructure, critical aspects of online promotion and selling, the interconnection of systems, and in general various practical topics associated to the business exploitation and implementation of e-business applications. Students also have the possibility to acquire practical knowledge and skills working on the implementation of an online store using open source software platforms and optionally on the development of mobile apps and the interconnection of systems.

- **Learning outcomes- objectives**
  By following this course, students will be able to:
  - Acquire the necessary conceptual and theoretical background through an interdisciplinary approach.
  - Recognize the opportunities for developing new services for customers, citizens, businesses etc. and exploit new technologies to interact with them through social networking and emerging communication channels
  - Understand the critical factors and the benefits associated with the effective management of e-commerce initiatives and evaluate a given strategy or e-commerce business plan
  - Acquire the skills to help implement e-commerce solutions and deal effectively with the various practical and technical issues

- Understand the technological issues associated with the development of e-commerce, but also learn how to use open source platforms for developing online electronic stores
- Get informed about recent developments and trends around the e-commerce globally, from a business and academic perspective

- **Mode of delivery (face-to-face, distance learning)**
  Face-to face
- **Prerequisites and co-requisites**

- **Recommended optional programme components**

- **Course contents**

Introduction and Basic Concepts
- Lecture 1: Introduction
- Lecture 2: E-commerce business models and opportunities
- Lecture 3: Online promotion and business planning principles
- Lecture 4: Setting up an e-business venture
- Lecture 5: E-commerce technical infrastructure – the basics

Development of on-line store
- Lecture 6: e-Commerce Platforms
- Lecture 7: Product catalogue and user-experience
- Lecture 8: Hosting and bandwidth
- Lecture 9: The cloud model
- Lecture 10: Security and e-payments

Online promotion and business planning
- Lecture 11: Search engine optimization and online advertising
- Lecture 12: Social media and trust
- Lecture 13: User experience optimization
- Lecture 14: Estimation of revenues
- Lecture 15: Operations management and estimation of costs
- Lecture 16: Project Presentations

Mobile Apps and Interoperability
- Lecture 17: Mobile app development trends
- Lecture 18: System interoperability and web services
- Lecture 19: Electronic document exchange and XML

B2B e commerce issues
- Lecture 20: Implementing a B2B e-business venture
- Lecture 21: B2B case studies
- Lecture 22: Collaborative e-commerce

- **Recommended or required reading**

  Recommended books:
  📖 Dave Chaffey, "e-Commerce and e-Business"
  📖 Laudon K.,Traver C. C. , "e-Commerce: Business, Technology, Society"

  Additional material is also posted online at the course's online support site.

- **Planned learning activities and teaching methods**

  There will be lab lectures in which the students will have the chance to become familiar with practical issues on the development of e-commerce applications and with the use of an open source platform for developing an online store.

  Moreover, students have to conduct compulsory and optional project work in groups. The first project is a group project (group of 3-4 students), it is compulsory and includes the development of an e-commerce business plan and its implementation using an open source software package for developing electronic stores (e.g. Prestashop, Magento, osCommerce etc.)

  The second project is optional and includes various issues related to electronic commerce, including development of mobile apps, evaluation of electronic stores, promotion and social media strategy, etc.

- **Assessment methods and criteria**

  The final assessment is based on two criteria
  - The project work (30% compulsory project work & 20% optional project work)
  - The final written exams

  Prerequisite for a student to pass the course is his/her performance on all the criteria (project and final written exams) to be at least above the base line (grade 5 out of 10).

- **Language of instruction**
  Greek
- **Work placement(s)**