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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Economics** | | |
| Study Module (if applicable) | | | | Finance, Banking and Insurance | | |
| Course title | | | | E-Business Management of Enterprises | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | First | | |
| Number of ECTS allocated | | | | 5 | | |
| Name of lecturer/lecturers | | | | Slavoljub Milovanović  Ognjen Radović | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Analyse the most important models of electronic business and commerce;*  *Explain the main principles of electronic business management;*  *Emphasize and explain strategic importance of electronic business implementation;*  *Explain strategic role of IT in electronic business implementation;*  *Present basic principles of IT infrastructure management;*  *Analyse methods and phases of web site development;*  *Identify basic problems of electronic business management and its solutions;*  *Analyse practice of contemporary organizations in electronic business management.*  *Acquiring of knowledge on e-business models. Adoption of knowledge and skills in creation of e-business implementation plan. Acquiring of knowledge and skills in domain of internet technologies that enables students as future managers to make better decisions in e-business, to participate in e-business infrastructure development. Acquiring of knowledge and skills in use of web tools and applications, Acquiring of basic knowledge and skills in web presentation development. Adoption of knowledge and skills in solving management problems in domain of e-business* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Models of electronic business and commerce*  *Management of B2B electronic commerce*  *Management of B2C electronic commerce*  *Management of mobile electronic business and implementation of wireless web technology*  *Management challenges of electronic business*  *Development and implementation of electronic business plan*  *Management of information technologies (IT) infrastructure for e-business support*  *Software support to electronic business*  *Web technologies*  *Web programming languages*  *Implementation of e-business internet infrastructure*  *Management of web site development project*  *Development and implementation of intranet and extranet*  *Management of human resources commited to e-business implementation*  *Management of e-business security and protection* | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **10** | | **Written examination** | | |  |
| **Practical teaching** |  | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **40** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |