



University of Prizren “Ukshin Hoti”
Fakulty of Ekonomy
Program: Business Administration

SYLLABUS							
Level of studies		Master	Program	BA	Academic year	2019/20	
SUBJECT		E-BUSINESS					
Year	II	Status of subject	Elective	Code		ECTS credits	5
Semester	III						
Teaching weeks		15	Teaching hours	Lectures	Exercises		
				2	1		
Teaching Methodology		Interactive lectures, exercises, discussions, term papers.					
Consultations							
Teacher		Prof. Ass. Kushtrim Braha	e-mail	kushtrim.braha@uni-prizren.com			
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			e-mail	/			
			Tel.	/			

The study goal	Student Benefits
<p>Electronic business can be thought as a revolution in progress. The remarkable growth of the Internet and WWW (World Wide Web) continues to affect very largely businesses, governments and individuals worldwide. The Internet enables the business to break through where previously it was impossible, organizations of all types are affected by this trend radically and new thinking strategies of doing business, and they recognize and enhance the role of the internet in the decision receipt. This course is designed to familiarize students with the concepts of E-Business in general. Themes that will be cover include the definition of E-Business and the meaning of its infrastructure, the discussion of E-Commerce. Legal and ethical issues, notification of marketing strategy based on the Internet, online sales strategies and the future.</p> <p>The aim of the course E-Business is to teach students how to use information and communications technology and to assess professionally E-Business models and their components in order to compete successfully in global markets and maintain existing markets with the minimum costs.</p>	<p>With successful completion of this course, students will have the opportunity and ability to:</p> <ul style="list-style-type: none"> • Explain the components of E-Business and their roles, • To describe the E-Business function and understand business infrastructure; • Discuss and explain the theoretical and practical issues of business performance through internet; • Understand the E-Business models; • To apply the theoretical basis of E-Business in some business environments;

Teaching and learning forms			
Interactive lectures, exercises, discussions, seminar papers, etc.			
Conditions for the implementation of teaching topic:			
Hall equipped with teaching aids (computer and projector) and the opportunity to dim hall.			
Student evaluation method (in%)			
Evaluation is done by test, but the final grade is done by four components: - Attendance and activity classes: 1-10 points - First Colloquium: 1- 30% (1-30 points) - Working Seminar: 1-10% (1-10 points) - Final Exam: 1- 60% (1-60 points)	Evaluation in %	Final grade	
	91 - 100	10 (ECTS – A)	
	81 – 90	9 (ECTS - B)	
	71 – 80	8 (ECTS - C)	
	61 – 70	7 (ETCS - D)	
	51 – 60	6 (ETCS - E)	
40 - 50	5* (ETCS – FX)		
Student obligations:			
Lectures: <ul style="list-style-type: none">• Attending lectures• Participate actively in discussions during lectures• Participation in colloquia• Participation in the exam		Exercises: <ul style="list-style-type: none">• Continuation of exercises• Resect tho code of conduct, etc.	
Student workload			
Activities	Hours	Days/Weeks	Total
Lectures	3	15	45
Tutorial	8	3	24
Consultations with teacher	1	9	9
Field visits	-	-	-
Seminars	4	3	12
Time self learning	-	-	-
Final preparation for the exam	3	7	28
Time spent on evaluation (tests, examination, etc.)	2	3	6
Projects, presentations, etc.	1	1	1
Note: 1 ECTS credit = 25 hours of engagement, if the case has ex. 5 ECTS credits, students must have 125 hours during term commitment		Total load:	125
Week	Lectures	Exercises	
1.	Themes	Hours	Themes
			Ho

	Entry <ul style="list-style-type: none"> ✓ Economic laws, changes and trends; ✓ Law of network behavior; ✓ The main changes caused by the network; ✓ Modern trends. 		Introduction to e-business, the beginning of the revolution.	
2.	Internet history and its application on business. <ul style="list-style-type: none"> ✓ Theoretical aspects associated with electronic business. ✓ E-commerce infrastructure of Internet and WWW. ✓ Internet influence in the development of electronic business. 		Questions and discussion	
3.	Web business <ul style="list-style-type: none"> ✓ Characteristics of e-business; ✓ Strategic vision of e-business; ✓ E-business models; 		Concepts and business models of E-commerce. Electronic stock market.	
4.	Sales Management and Web <ul style="list-style-type: none"> ✓ Sales management and communication in the context of the web; ✓ Web and sales management; ✓ Web and organization of sales; 		Building an E-commerce site. Key applications for the development of electronic business.	
5.	Technology and the behavior of consumers <ul style="list-style-type: none"> ✓ The relationship between consumer and technology; ✓ Technology and marketing; ✓ Internet and conduct of purchase; 		Security and online payment systems. Advantages and risks of electronic business.	
6.	Web Communication <ul style="list-style-type: none"> ✓ General characteristics; ✓ Advertising communication on the Internet; ✓ Other forms of communication. 		Questions and discussion	
7.	Integrated network marketing <ul style="list-style-type: none"> ✓ From mass markets, in "one-to-one"; ✓ Internet and relational marketing; 		Questions and discussion	
8.	Marketing, communities and tribes on line <ul style="list-style-type: none"> ✓ Communities, tribes and marketing actions; ✓ Communities and web marketing; ✓ Ethical behavior and on line communities; 		Marketing Concepts in E-commerce. Electronic marketing (e-marketing).	
	Test I		Test I	
9.	Market, business and the Internet <ul style="list-style-type: none"> ✓ Web, market and value creation in B2B; ✓ The use of web and B2B system reports; 		Social networks, auctions and portals.	
10.	<ul style="list-style-type: none"> ✓ Internet in "Trade Marketing"; ✓ Internet in "front-end marketing"; 		Electronic stock market. Examples of electronic	

	<ul style="list-style-type: none"> ✓ Internet in "retail marketing"; ✓ Internet on internal marketing; ✓ Internet in the marketing impact; 		commerce, Amazon.com, eBay.com, etc. American Online. Electronic government (e-government).	
11.	✓ E-commerce		work groups	
12.	✓ E-commerce		work groups	
13.	E-commerce <ul style="list-style-type: none"> ✓ Terms of e-commerce; ✓ Success factors of the purchase on line; ✓ Decisions e-commerce enterprises; ✓ Electronic markets; 		Questions and discussion	
14.	✓ Case history		Company presentation	
15.	✓ Case history		Company presentation	

Literature

- ✓ Patrick Mckeown, Information Technology and the Networked Economy, Zurich, 2009.
- ✓ Mihane Berisha-Namani, Business Informatics, 2010
- ✓ Tiziano Vescovi, Marketing and Web (Web management's integration in business, communication, e-commerce, sales management, business-to-business, Il Sole 24 ore, Milano 2007.

Notice

- ✓ The student should be aware of and respect the institution and school rules,
- ✓ Should also respect the schedule of lectures, exercises and be attentive at teaching,
- ✓ It is mandatory possession and presentation of the index in tests and exams,
- ✓ During compilation of seminar papers, a student must adhere to the instructions given by the teacher to realize and technical research paper.