

COURSE OUTLINE: E-COMMERCE

GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
ACADEMIC UNIT	ECONOMICS		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	OE807	SEMESTER	8 th (Major C)
COURSE TITLE	E-Commerce		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	Informatics, special background		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://www.econ.uth.gr/		

LEARNING OUTCOMES

Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i> <i>Consult Appendix A</i> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
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At the cognitive level students will learn:

- *The basic infrastructure on which e-commerce is developed*
- *The operation of Internet applications to support e-commerce*
- *The security risks of using e-commerce on the Internet*
- *Ways to develop an online presence on the Internet*

At the skill level students will be able to:

- *Recognize the security risks of the Internet and e-commerce*
- *Understand the principles of encryption*
- *Understand the role of digital signatures*
- *Understand the role of certificates and certification authorities*

Abilities

- *Use Internet applications to support e-commerce*
- *Develop basic e-commerce infrastructure*

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

- *Search for, analysis and synthesis of data and information*
- *Decision-making*
- *Working independently*
- *Project planning and management*

SYLLABUS

This course focuses on electronic commerce. Students are acquainted with the principles of e-business and e-commerce. Upon successful completion of the course students will be able to use the Internet and its applications in Economics for the purposes of e-commerce. Particular emphasis is placed on the technological infrastructure of e-commerce, the security of communications and transactions via the Internet and e-commerce in practice.

Sections:

1. What is e-commerce?
2. The difference between e-commerce and e-business
3. Forms of e-commerce
4. Technological infrastructure for e-commerce
 - a. Interconnection networks (LAN, WiFi, DSL, Fiber Optic)
 - b. Internet
 - c. Internet of Things
 - d. Worldwide web
 - e. Email
 - f. Search engines
 - g. Web 2.0
 - h. Blogs
 - i. Wiki
 - j. Social Networks
5. Presence in e-commerce
6. The security environment of e-commerce
7. Security threats in the e-commerce environment
8. Cryptography
9. Digital Key Certificates and Public Key Infrastructure (PKI)
10. Securing communication channels
11. Network protection
12. Firewalls
13. E-commerce payment systems
14. Online credit card transactions
15. E-commerce infrastructure for credit cards
16. Digital wallet, digital cash and virtual currencies

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	• Use of e-class electronic platform for posting (a) lecture material, (b) announcements, (c) exercises, and related articles. • Use of internet applications for searching and viewing information. • Use of ICT in teaching (presentations, videos, internet tools)	
TEACHING METHODS	Activity	Semester workload
	Lectures	39

<i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Study and analysis of bibliography	97
	Essay writing	36
	Support	6
	Exams	2
	Course total	180
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other.</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Students are evaluated: • By taking a written final exam (80%) and by working out assignments during the semester (20%) The evaluation criteria are announced at the beginning of the semester to the students and they are also published in the course e-class space.	

ATTACHED BIBLIOGRAPHY

- *Laudon Kenneth, Traver Carol Guercio (2021). «E-commerce», 16th ed., (pub) Papasotiriou, Athens (code in Eudoxus 102123277)*
- *Gary P. Schneider (2015). «E-commerce» 11th ed., (pub.) Gkiourdas, Athens (code in Eudoxus 50658781)*

Additional sources are suggested during the lectures.