

Syllabus

Basic data of the course			
Academic Unit:	Faculty of Tourism and Environment		
Title:	E-Business		
Level:	Bachelor		
Status:	Elective		
Study year:	III		
Number of hours for week	4		
ECTS:	6		
Time/ location:			
Lecturer:	PhD.c.Arta Jashari		
Contact:	arta.jashari@ushaf.net		
Course description	<p><i>The course introduces student's basic concepts, definitions and practices of e-business. The most important issues studied are: the classification of models of e-business, e-business infrastructure, strategies, e-business applications, e-marketing, e-business, and industrial products, electronic transactions, secure e-business systems.</i></p>		
Objectives	<p><i>The main objective of this module is understanding the fundamental concepts of e-business, the new information technologies in support of e-business, meaning models like e-commerce, e-services, e-shops, e-auction, m-business.</i></p>		
Expected results	<p><i>After completing this module, students should be able to:</i></p> <ul style="list-style-type: none"> • <i>know and understand the fundamentals and basic concepts of E-business,</i> • <i>understand the concepts and implementation of ITC (Information Technology and Telecommunications),</i> • <i>implement e-business applications and their use,</i> • <i>demonstrate the practical application of e-commerce and e-business,</i> • <i>apply to electronic transactions, the procedure of realization of online transactions and security issues in e-business business.</i> 		
Kontributi në ngarkesën e studentit (gjë që duhet të korrespondoj me rezultatet e të nxënit të studentit)			
Activity	Hour	Days/week	Total

Lessons and exercises	4	15	60
Practical work	-	-	
Contacts with teacher / consultations	1	5	5
Exercise	-	-	-
Seminars	2	6	12
Home work			
Self-learning time (at the library or at home)	2	15	30
Final preparation for the exam	1	5	5
Time spent on evaluation (tests, quiz, final exam)	1	2	2
Projects, presentations, etc.	0.5	15	7.5
Total			124.5
Teaching Methodology			
Teaching Methodology	<i>Lectures, individual work, seminar papers, discussions, group work.</i>		
Assessment methods			
Assessment methods	<i>Seminars 10 %, Test I- 10%, Test II 10 % Exam 70 %</i>		
Literature			
Basic literature:			
	<ol style="list-style-type: none"> 1. <i>Dr.sc. Ilir Doçi, E-biznesi, dispensë, Prishtinë, 2014.</i> 2. <i>Dr.sc. Mihane Berisha, E-biznesi, dispensë, Prishtinë, 2010</i> 		
Additional literature			
	<ol style="list-style-type: none"> 1. <i>ShopFactory Developer Guidelines, 2011.</i> 2. <i>E-Business Essentials - Successful e-Business Practices - From the Experts at PC Magazine, Que, 2001.</i> 3. <i>3.Introduction to E-business, Kioskea, 2004.</i> 4. <i>4. E-Business and E-Commerce for Managers, H. M. Deitel, P. J. Deitel, K. Steinbuhler, Prentice Hall, 2001.</i> 		
Designed learning plan:			
Weeks	The lecture that will develop		
First week:	<i>Informing students about lectures, exercises, duties, seminar papers. Understanding e-business, understanding of ICT concepts and trends. History of Development of E-business.</i>		

	<i>Introduction exercises software through the creation of web pages of e-business process.</i>
Second week:	<i>Understanding the Internet, operation of websites, links to the Internet, computer networks, network devices, servers, routers, hardware and software required TCP / IP, meaning the World Wide Web, the Internet technology (e-mail, http, VoIP, remote access).</i>
Third week:	<i>ITC infrastructure components, supporting infrastructure, infrastructure benefit directly, ITC Internet systems, personnel information system, shared services, common applications and standard IT education</i>
Fourth week:	<i>E-business models. The main divisions of e-business subjects or entire companies realize their activity on the Internet, e-shops, e-mall, e-auction, e-procurement, online auction, virtual communities, and telecommunications companies.</i>
Fifth week:	<i>Subjects or companies that are present on the Internet, but the online business is not their primary activity. Industrial companies in the Internet. E-business, and industrial products. e-services directly to consumers, online reservations, Internet industries, e-learning, Internet banks, government Internet, m-business, etc.</i>
Week six:	<i>E-business strategies. Defining a strategy. Development strategy. Cyclic process of forming strategy. Internet strategy. Race for expansion, customers and information. E-commerce strategies.</i>
Week seven:	<i>First evaluation - Test I.</i>
Week eight:	<i>Implementation of e-business - planning, development and management.</i> <i>Creation of e-business plan, risk evaluation, public presentation of the company, understanding the domain, meaning the ISP, planning and execution of the Web site, Web site hosts, web design</i>
Week nine:	<i>Software of web design, web development stages, static and dynamic Web sites, customer support, Discretion and consumer protection, monitoring and maintenance of web</i>

	<i>sites. Applications, software and e-business systems and e-commerce. Server systems.</i>
Week ten:	<i>E-Marketing. Types of e-marketing. The study of space activity and Internet market research. The development of e-marketing strategy. Implementation and practice. Internet marketing.</i>
Week eleven	<i>Other concepts of e-business development. Intranet and Extranet, Groupware, Workflow, Electronic commerce, EAI (Enterprise Application Integration), CRM (Customer Relationship Management), KM (Knowledge Management), SCM (Supply Chain Management), ERP (Enterprise Resource Planning), Business Intelligence.</i>
Week twelve:	<i>Electronic transactions of e-business. Cash card transactions, online payment methods, the network of Internet payment process, the participation of banks and bank accounts.</i>
Week thirteen:	<i>Security of e-business systems. Security concepts. Security Strategy of ICT systems. Security management structure. Safety of cash cards. Security protocols.</i>
Week fourteen:	<i>E-business categories. Business-to-business (B2B), business-to-consumer (B2C), business-to-employee (B2E), business-to-government (B2G), government-to-business (G2B), government-to-government (G2G), government-to-citizen (G2C), consumer-to-consumer (C2C), consumer-to-business (C2B)</i>
Week fifteen:	<i>The second intermediate assessment - Test II</i>

Academic policies and etiquette:
<i>Regular attendance, calmness and active engagement in dialogue during lectures and exercises is mandatory.</i>