

The basic data of the subject			
Academic unit:	Faculty of Management		
Subject title:	E-business		
Level:	Bachelor		
The status of the subject:	Elective		
Year of study:	III		
Number of hours per week:	4		
ECTS:	6		
Time / location:			
Professor:	Lect.Arta Jashari-Goga		
Contact:	arta.jashari@ushaf.net		
Discription of the subject:	<p>This course introduces students with the basic concepts, definitions and e-business practices. It clarifies the terms of e-business and e-commerce and concepts such as online business, revenue, and technology models by examining alternative applications through case studies and activities. Nowadays, all organizations need to consider new electronic and internet communication approaches for their potential to make their business more competitive and also to manage ongoing risks such as security and performance.</p>		
Prupose of the subject:	<p>The purpose of the course is for students to understand the fundamentals of e-business, the latest information technologies in e-business support, Understanding e-commerce models, e-services, e-shops, e-auctions, m- business, etc. Importance of e-business implementation for industrial enterprises. E-business and industrial products. The concepts of e-marketing. Know the applications for creating Online Shops and Websites. Electronic and banking transactions. Security of e-business systems.</p>		
Expected learning outcome:	<p>At the end of the course, the student will be able to:</p> <ul style="list-style-type: none"> • 1Recognize and understand the fundamentals and basic notions of E-business; • Understand the concepts and implementation of ITC (Information and Telecommunication Technology); • Recognize the theoretical meanings of e-business such as strategies, models, concepts, categories, etc. • E-business applications and their use 		
Contribution to the student's workload (which should correspond to the student's learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	13	26
Theoretical/laboratory exercises	2	13	26

Practical work	2	4	8
Contacts with the professor/consultations	1	4	4
Other exercises			
Test/ seminars	3	2	6
Homework			
Student study time (in library or at home)	2,5	15	37,5
Final preparation for examination	5	3	15
Time spent on assessment (tests, quiz, final exam)	3	1	3
Projects, presentations			
Total			125
Teaching methodology:	Lectures and exercises combined with case studies and classroom discussions		
Methods of assessment:	Activity and seminar work: 20 points Test 1: 40 Points Test 2: 40 Points Evaluation of final exam, which is estimated at 80% Total: 100 points		
Literature			
Basic literature:	➤ Dr.sc. Ilir Doçi, <i>E-biznesi</i> , Prishtinë, 2014.		
Additional literature:	➤ ShopFactory Developer Guidelines, 2011. ➤ Dave Chaffey, <i>E-bussines and e-commerce management strategies</i> , 4 th edition ➤ <i>E-Business Essentials - Successful e-Business Practices - From the Experts at PC Magazine</i> , Que, 2001. ➤ <i>4.Introduction to E-business</i> , Kioskea, 2004.		
Described Learning Plan:			
Weeks	Lecture to be taught		
<i>First week:</i>	Informing students about lectures, exercises, duties, seminars. Understanding e-business, concepts, and trends. Historical e-business development Introduction to exercises through the software of creating e-business websites		
<i>Second week:</i>	Internet understanding, internet functionality, Internet connections, computer networks, network devices, servers, routers, hardware and software needed, TCP / IP protocol, the understanding of the World Wide Web, Internet technologies (e-mail, HTTP, VoIP, remote access).		
<i>Third week:</i>	Components of ITC Infrastructure, Support Infrastructure, Direct Benefits Infrastructure, ITC Internet Systems, IT System Personnel, Common IT Services, Common and Standard Applications, IT		

	Education
<i>Fourth week:</i>	E-business models. The main divisions of e-business. entities, or companies that perform their entire activity on the internet, e-shops, e-malls, e-auctions, e-procurement, online auctions, virtual communities, telecommunications companies.
<i>Fifth week:</i>	Entities or companies that are present on the Internet, but online business is not their primary activity. Industrial companies on the Internet. E-business and industrial products. e-services, direct to the customer, online bookings, Internet industries, e-learning, Internet banking, Government on the Internet etc.
<i>Sixth week:</i>	Knowledge Assessment - The First Test
<i>Seventh week:</i>	E-business strategies. Defining the strategy. Development of strategy. The cyclical process of strategy formation. Internet Strategy. Race for expansion, customers and information. E-commerce Strategies.
<i>Eighth week:</i>	Realization of e-business - planning, development and management Creating an e-Business Plan, Risk Assessment, Company Public Presentation, Domain Understanding, ISP Meaning, Web Site Planning and Execution, Web Hosts, Web Design
<i>Ninth week:</i>	Web design software, web development stages, static and dynamic Web sites, customer support, discretion and customer protection, web site monitoring and maintenance. Applications, software and e-business and e-commerce systems. Server systems.
<i>Tenth week:</i>	E-Marketing. Types of e-marketing. Development of e-marketing strategy. Implementation and Practice. Marketing at Internet.
<i>Eleventh week:</i>	Other concepts of e-business development. Intranet and Extranet, Groupware, Electronic Commerce, Enterprise Application Integration (EAI), CRM (Customer Relationship Management), KM (Knowledge Management), SCM (Supply Chain Management), ERP (Enterprise Resource Planning), Business Intelligence.
<i>Twelfth week:</i>	Electronic e-business transactions. Monetary transactions, online payment methods, the Internet payment process network, bank participation and bank accounts.
<i>Thirteenth Week:</i>	Categories of e-business. Business-to-business (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>Fourteenth Week:</i>	Presentation by students on Shopfactory software
<i>Fifteen week:</i>	Knowledge Assessment - The Second Test
Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.	