COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Engineering		
ACADEMIC UNIT	Department of Financial and Management Engineering		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	ΔΕ0108	SEMESTER	10th
COURSE TITLE	E-business and the Management of the Networked Entrerprise		

INDEPENDENT TEACHING ACTIVITIES *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*	WEEKLY TEACHING HOURS	CREDITS
	3	5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Track Elective
PREREQUISITE COURSES:	
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek (Lectures and main educational material in English)
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	http://www.fme.aegean.gr/el/c/dioikisi-diktyakon-epih-il-epiheirimatikotita http://www.fme.aegean.gr/en/c/e-business-and-management-networked-entrerprise

(2) LEARNING OUTCOMES

Learning outcomes

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.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Upon completion of the course, students will be able to:

- Have acquired sufficient theoretical, conceptual and practical background το understand, at an introductory level, the thriving e-commerce landscape (buyers vs sellers) and the challenge to innovate and/or develop digital

commerce activities

- Increase awareness of the fast growth patterns in the e-commerce industry and understand the most effective business models
- Familiarize themselves with successful e-commerce strategies through case-studies and examples
- Understand digital business organization patterns, with reference to back-end and front-end digital transformation requirements
- Understand in depth the layers of IT technology supporting e-commerce transactions
- Familiarize themselves with the more recent ecommerce concepts such as the web payments and the digital currencies
- Complete their previously acquired knowledge on Supply Chains Management with a precise view of how the blockchain can provide a transparent, tamperproof history of the, a) information flows and inventory flows (tracing), b) financial flows in transactions (Business-to-Business e-commerce)

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?

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

Technical and Business Knowledge (IT and business alignment)
Problem Solving
Use of IT applications in Problem Solving
Search for, analysis and synthesis of data and information, with the use of the necessary technology
Working Independently to develop a personal Project
Working in an Interdisciplinary Environment
Production of Creative and Inductive Thinking

(3) SYLLABUS

Course Description: This course provides a set of fundamental concepts for understanding the thriving e-commerce sector and the business strategies and methods (ebusiness) to adapt to the e-commerce landscape, eventually through a omni-channel strategy. The course covers both areas of e-commerce, Business-to-Consumer (B2C) and Business-to-Business (B2B). Especially as far as the B2C segment is regarded, the course focuses on the modern supply chains using the blockchain as reference infrastructure.

Course topics:

- Digital economy and the empowered consumer
- eCommerce data and business models
- B2C e-commerce cases and strategies
- B2C e-commerce technology applications
- B2B supply chains: the blockchain for tracing, chain transparency and "spanning layer"-type of interoperability

Course Structure:

- Introduction - Scope of the course and method of study
- eCommerce and the empowered consumer
- e-commerce: a data view (growth patterns during the last 10 years and the impact of the Covid-19 pandemic) – Types of e-commerce: B2B and B2C
- e-commerce types of strategies and business models (cases and examples)
- e-commerce technology infrastructure
- Towards a new wave of digitization: the Web of payments and digital currencies
- B2B: Blockchain in Supply Chain Management

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face; additional short online meetings for coordination and supervision of students' work. Teaching methods for this course are based on lectures and presentation / discussion of theory, e-commerce data, e-business strategies, examples and cases (especially on the technology side). Working closely with students is essential and helps students understand the basic concepts and the very fast evolution of this specific sector.
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	UAegean eClass for the interaction with the students and course repository
TEACHING METHODS *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*	

Activity	*Semester workload*
Lectures	39
Study of bibliography	39
Work Assignment	15
Personal exercise (non-directed study)	20
Project Work	25
Exams	2
Course total	***140***

STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *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* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	Language of evaluation: Greek for local students, English for ERASMUS students. Evaluation Scheme: Class Participation (20%) Assignments (20%) Final Essay/Project (no Exams) (60%) (*) Verification of personal work in the Project during Final Exams (orally)

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

Ηλεκτρονικό Εμπόριο 2018, 14η Έκδοση, Kenneth Laudon & Traver Carol Guercio

- https://ekdoseis-papasotiriou.gr/products/9789604911165-laudon-kenneth-ilektroniko-emporio-2018

Ηλεκτρονικό Εμπόριο 11η έκδ., Gary P. Schneider

- https://www.mgiurdas.gr/biblia/ilektroniko-emporio-11i-ekdosi