

Course title: Electronic Business		
Teacher(s): Nenad Stefanović, Miloš Papić		
Course status: elective		
Number of ECTS credits: 10		
Condition: None		
Course objectives Equipping students with knowledge of e-business models, technologies and infrastructure, so they can be trained and capable for planning, designing, implementing and using various e-business systems, and their application in science and research.		
Learning outcomes Acquired theoretical and practical knowledge about electronic business models and systems, as well as their application in practice. Capability to independently plan and realize e-business projects and carry out the related research.		
Contents <i>Theoretical lectures</i> E-business models; e-business infrastructure; cloud computing; e-business strategies; organizational structures for e-business; business processes in e-business; internet business plan; e-commerce; e-procurement; Supply Chain Management (SCM); online payment systems; internet marketing; social media; Customer Relationship Management (CRM); information systems; Enterprise Resource Planning (ERP); e-banking; e-government; electronic education; e-health; mobile business; blockchain and cryptocurrencies; business intelligence in e-business; technology trends in e-business; Internet of Things in business; Industry 4.0; ebXML; Semantic Web; Application of data science and artificial intelligence in e-business; security, privacy and ethics in e-business. Background research and critical analysis of literature and results in the e-business domain; Identification of research subject, planning and research work on the concrete project. <i>Practical lectures</i> Business plan development; e-commerce web site design in leading content management systems; design and programming web applications for e-commerce in various web frameworks. Working in leading e-commerce, ERP and CRM systems (Shopify, Magento, BigCommerce, Salesforce, Dynamics 365, Dynamics Business Central, SAP, SuiteCRM, etc.). Planning and realization of study research work on the concrete research project.		
Recommended literature		
<ol style="list-style-type: none"> 1. Nenad Stefanovic, Business Intelligence in Complex B2B Networks, Faculty of Science, Kragujevac, 2016. 2. Bozidar Radenkovic et. al., Electronic Business, Faculty of Organizational Sciences, Belgrade, 2015. 3. Information Resources Management Association. (2021). Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business, IGI Global. 4. Lee, I. (Ed.). (2016). Encyclopedia of E-Commerce Development, Implementation, and Management (3 Volumes). IGI Global. 		
Number of active classes	Theory:	Practice:
Teaching methods Combination of classic teaching with e-learning with the appropriate literature. Problem-based learning, practical teaching, independent student work (assignments and projects). Application of modern web services (Office 365) in teaching, communication, teamwork, application development and collaboration. Regular and on-demand consultations both in person and via video conferencing platform.		
Evaluation (maximum number of points 100) Pretest - 30 points; project assignment – 40 points; final exam – 30 points.		