

Study program: Information Technology		
Course title: ELECTRONIC BUSINESS		
Teacher(s): Stefanovic D. Nenad		
Course status: mandatory		
Number of ECTS credits: 6		
Prerequisite courses: none		
Course objectives Introduce students to the basic principles and models of electronic communication, methods, tools and web technologies for developing e-business solutions. Students should gain insight into the possibilities and advantages of using electronic business and e-commerce in various fields.		
Learning outcomes Understanding the concepts, models, and benefits of e-business, as well as their practical application. Ability to independently plan and implement e-business projects and provide consulting services. Ability to create e-commerce websites using some of the leading content management systems such as WordPress, Magento, Shopify, etc. Ability to create dynamic e-commerce websites in leading web programming environments (ASP.NET/PHP). Knowledge and skills related to planning, implementation, configuration, and application of business information systems for customer relationship management (CRM) and enterprise resource planning (ERP). The acquired knowledge can be used in various jobs and fields (web design, web programming, consulting jobs, internet marketing, etc.), but also for starting own e-business.		
Content of the course <i>Theoretical teaching</i> Introduction to e-business; Models of e-business; Infrastructure of e-business; Cloud computing; E-environment; E-business strategies; Organizational structures for e-business; Business processes in e-business; Internet business plan; E-commerce; E-procurement and supply chain management (SCM); Payment systems on the Internet; Blockchain and cryptocurrencies; Internet marketing; Search engine optimization (SEO); Social media; Customer relationship management (CRM), business information systems (ERP); E-banking; E-government; E-education; E-healthcare; Mobile business; Business intelligence and analytics in e-business; Security and protection in e-business; Trends in electronic business technologies; Trends in electronic business management and services; XML technologies; Web services; ebXML. <i>Practical teaching</i> Azure cloud computing platform; Development of an e-business plan; Development of an e-commerce website in a content management system (WordPress, Wix, Shopify, Magento etc.); Installation, configuration and use of customer relationship management software (SuiteCRM, Dynamics CRM, Salesforce.com etc.); Development of an e-commerce web application in a specific software environment (ASP.NET/SQL Server, PHP, MEAN etc.) - creation of product catalogs, search systems, maintenance systems (administration), creation of virtual shopping carts, connection to online payment systems and service provider web services etc. Creating accounts on cloud services, administration, and deployment of applications. Installation, configuration, and use of enterprise resource planning system - ERP (Microsoft Dynamics Business Central/365, Oracle, SAP, etc.).		
Literature [1] B. Radenković i grupa autora: Elektronsko poslovanje, FON, Beograd, 2015. [2] N. Stefanovic: Poslovna inteligencija u složenim B2B mrežama, PMF, 2016. [3] Rade Stankić: Elektronsko poslovanje, Ekonomski fakultet, Beograd, 2021. [4] M. Unković, M. Milosavljević and N. Stanišić, Savremeno berzansko i elektronsko poslovanje, Univerzitet Singidunum, 2010. [5] Oficijalni materijali iz Microsoft Business Applications Academic Community programa, 2023. [6] K. C. Laudon, C.G. Traver E-Commerce: Business, Technology and Society Global Edition, 17th edition, Pearson 2022. [7] Bernd W. Wirtz: Digital Business and Electronic Commerce: Strategy, Business Models and Technology, Springer, 2022. [8] Отворени образовни ресурси: Microsoft Learn, edx.org, coursera.org, 2023.		
Number of active teaching classes: 4	Theoretical teaching: 2	Practical teaching: 2
Teaching methods Lectures and exercises in a computer classroom equipped with video beam, computers and Internet access. Combination of classical teaching with e-learning and appropriate literature. Interactive teaching with multimedia content. Problem-oriented teaching, practical teaching, independent student work - homework and project tasks. Use of the latest web platforms (Microsoft 365) in teaching, communication, teamwork, application development and collaboration. Regular and on-demand consultations both in person and via video conferencing platform.		

Evaluation of knowledge (maximum number of points 100)			
Pre-exam obligations	Points	Final exam	Points
Activities during teaching process	4	Final exam (written):	15
Seminar	22	Final exam (oral):	15
Project Assignment	44		