

COURSE OUTLINE

1. GENERAL

SCHOOL		ECONOMICS AND MANAGEMENT	
DEPARTMENT		ACCOUNTING AND INFORMATION SYSTEMS	
LEVEL OF STUDY		POSTGRADUATE	
COURSE CODE		SEMESTER	SPRING
COURSE TTITLE		E-COMMERCE AND E-GOVERNANCE	
AUTONOMOUS TEACHING ACTIVITIES		HOURE PER WEEK	ECTS
Lectures		3	6
COURSE TYPE		Special Knowledge, Skill building	
PREREQUISITE COURSES		-	
LANGUAGE OF INSTRUCTION AND EXAMINATION		Greek	
COURSE OFFERED TO ERASMUS STUDENTS		Yes (Only with project and/or essay)	
COURSE URL		https://exams-sod.the.ihu.gr/course/view.php?id=399	

2. LEARNING OUTCOMES

Intended learning outcomes of the course

The course covers a wide range of concepts, technologies and applied practices related to e-Commerce. This includes topics such as electronic retail and wholesale trading, e-marketing, mobile commerce, transaction security, potentialities of Web 2.0 and social networks, strategy and development of electronic business, etc.

Upon successful completion of this course, the student will be able to:

- Understand the basic concepts, the benefits and limitations of e-Commerce
- Ascertain issues related to electronic retail and wholesale trading
- Identify and evaluate the potentialities of eBusiness
- Design and implement e-Marketing strategies
- Ascertain issues related to electronic supply chain
- Perceive the potentialities of mobile computing and social networks
- Understand transaction safety issues and chose defense strategies
- Design and implement e-shops
- Ascertain the concept of E Governance and the benefits of its applications.
Understand methodologies about assessing the level of EG and the conditions for its development
- Understand how Information Society transforms Public Administration for

improving quality of service
General skills
Retrieve, analyse and synthesise data and information with the use of necessary technologies Adapt to new situations Make decisions Work autonomously Work in teams Work in an international context Conceptualize research ideas Project management Appreciate diversity and multiculturalism Advance free, creative and causative thinking

3. COURSE CONTENTS

Overview of Electronic Commerce; E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce;
Retailing in Electronic Commerce: Products and Services;
Consumer Behavior, Market Research, and Advertising;
B2B E-Commerce;
E-Supply Chains, Collaborative Commerce, and Corporate Portals;
Mobile Computing and Commerce and Pervasive Computing;
The Web 2.0 Environment and Social Networks;
E-Commerce Fraud and Security;
Launching a Successful Online Business and EC Projects;
The concept of EG, the four levels of EG, structural elements of EG for organizations, countries and the EU
EG in Public Administration, open public data, e services, e invoicing, My Data

4. INSTRUCTION METHODS - ASSESSMENT

Mode of instruction	Lectures, distance asynchronous learning.	
Use of ICT	Power point presentations Assignments which require the use of computers, Moodle E-mail contact with students	
TUITION METHODS	Method	Workload per semester
	Lectures	52
	Assignment	48
	Autonomous study	50
	Total contact hours and training	150

ASSESSMENT	<p>Written examinations (70%)</p> <p>Assignment (30%)</p>
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5. PRESCRIBED TEXTS-REFERENCES

- *Prescribed Texts:*

Ηλεκτρονικό Εμπόριο, εργαλείο διοίκησης και αξιοποίησης κοινωνικών δικτύων, E. Turban, J Outland, J. Lee, T.P. Liang, and D . Turban, Broken Hill

Ηλεκτρονικό Εμπόριο 2010, E. Turban, J. Lee, T.P. Liang, and D . Turban, Γκιούρδας

Ηλεκτρονικό Εμπόριο 2011, K. Laudon and C.G. Traver, Παπασωτηρίου

Lecture notes in Moodle

- *Academic journals:*

Electronic Commerce Research and Applications (Elsevier)

Journal of Electronic Commerce Research (California State University Press)

International Journal of Electronic Commerce (Taylor & Francis)

Electronic Commerce Research (Springer)