

Study program: Finance, accounting and banking (Module: Finance and accounting), Business informatics and e-business Management of business and informatics			
Course name: Electronic business			
Professor: prof. Dragan J. Stojanovic, PhD			
Subject status: compulsory			
ECTS: 5			
Requirements: no requirements			
Aim of the course			
<p>The aim of the course is to familiarize students with the role of information systems in a company, which is gaining in importance in modern business conditions, with basic concepts, technologies and infrastructure of electronic business and information systems for e-business, different models and areas of application (e-commerce, e-marketing, e-banking, etc.), software aspects of e-commerce (internet applications and web sites), as well as with basic problems in the application and management of e-business (security and data protection).</p>			
Course outcomes			
<p>Knowledge and understanding of basic concepts and models of electronic business, the most important systems and fields of application, technology for development of solutions and e-business protection systems.</p> <p>Practical knowledge and skills on methods, techniques and software tools for using various examples of systems and applications for e-commerce.</p>			
Content of the course			
<i>Theoretical lectures</i>			
<p>New role of information systems in a company. Organizational changes in a digital enterprise. Basic concepts of electronic business. Information-technological infrastructure of electronic business. Basic e-business models (B2B, B2C, C2C, B2G, etc.). Internet technologies for e-business support. E-commerce-models and solutions. E-marketing - forms and characteristics. E-government - e-business of state and public institutions with citizens and economy. E-banking (payment systems, payment cards, e-money). E-stock exchange. Security in e-commerce (risks, encryption, electronic and digital signature). Electronic payment transactions. E-insurance. E-business in tourism and hotel industry. M-business.</p>			
<i>Practical course work</i>			
<p>Analysis of modern electronic business models. Analysis and practical work on e-commerce systems in various fields (trade, marketing, public administration, banking, stock exchanges, insurance, tourism, hotel management, etc.). E-commerce/practical examples (examples of companies in developed countries).</p>			
Literature			
<ul style="list-style-type: none"> • Станкић, Р. <i>Електронско пословање</i>, ИСБН: 978-86-403-0988-2, ЦИД Економски факултет у Београду, 282 стр. 2009. • <i>Електронско пословање</i>, материјали за наставу, веб сајт Економског факултета у Краг. • Јовановић, Р., Миловановић, С. <i>Управљање електронским пословањем</i>, ИСБН 978-86-85099-72-4, Економски факултет у Нишу, 186 стр. 2008. • Васковић, В., <i>Системи плаћања у електронском пословању</i>, ФОН, Београд, 424 стр. 2007. • Кончар Ј., <i>Електронска трговина</i>, Економски факултет, Суботица, 408 стр. 2008. 			
Total number of active teaching classes		Lectures: 30	Practical course work: 30
Teaching methods			
Lectures, case analysis, discussions, practical tasks and assignments.			
Evaluation (maximum points 100)			
Pre-exam activities	Points	Final exam	Points
Active participation in lecture classes	5	Written exam	/
Active participation in practical course work	5	Oral exam	45
Colloquium 1	30	
Colloquium 2	/		
Term paper(s)	15		