

Study Program: Informatics				
Type and level of studies: Bachelor studies				
Course name: Electronic Business				
Lecturer: Trajković J. Slaviša				
Status: Elective				
ECTS: 10				
Attendance Prerequisites: /				
Course aims: Familiarising students with the basic postulates, models, forms and infrastructure of e-business				
Course outcome: The students are able to project and implement e-business systems.				
Course content				
<i>Theoretical part</i>				
Basics of electronic business. Electronic business infrastructure. Electronic business environment and apps. Electronic business withing organisations. Business app integration. Electronic business strategies. Customer relations management (CRM). Partner relations management (PRM). Chain sale management. Mobile commerce (m-commerce). Electronic banking. Smart cards. Electronic business in public administration (e-goverment). E-goverment. Data protection in e-business. Legal aspects of e-business. Legislation in Serbia. E-mail marketing and advertstiment. On-line events. The future and perspective of e-business. Mobile banking and commerce, EMPS, E-commerce system security.				
<i>Practical part /Student research work:</i>				
Project work				
Literature				
<ul style="list-style-type: none"> • Afuah A., Tucci L. C. (2003) Internet Business Models and Strategies: Text and Cases, McGraw-Hill, New York • Brynjolfsson E., Kahin B. (2002) Understanding the Digital Economy: Data, Tools, and Research, The MIT Press, Cambridge • Turban E., McLean E., Wetherbe J. (2003) Informaciona tehnologija za menadžment, Zavod za udžbenike i nastavna sredstva, Beograd • Viktor Pocajt, Dejan Tošić: (2003) INTERNET POSLOVANJE POSLE 2000, Drugo prošireno i izmenjeno izdanje, INI, Beograd 				
Number of active classes				Other classes
Lectures: 4	Practical classes: 4	Other forms of teaching:	Students' research work	
Teaching methods				
Lectures are in accordance with the topic in <i>course content</i> , computer practice and independent student research work.				
Assessment (maximum 100 points)				
Course assignments	points	Final exam		points
activity during lectures	10	written exam		20
practical classes		oral exam		30
term test(s)	40		
seminar(s)				
Total	50			50