SYLLABUS					
Level of studies	**Master**	Program	**Business Administration**	Academic year	**2023/24**
SUBJECT	**E-BUSINESS**				

Year	**II**	Course status	**Elective**	Code	ECTS credits	**5**
Semester	**III**					

Teaching weeks	**15**	Teaching hours	Lectures	Exercises
			2	**1**

Teaching methodology	**Interactive lectures, discussions, seminar papers, etc.**
Consultation	Monday 10:00-11:00 and Friday 10:00-11:00

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Course objectives	Learning outcomes
Electronic Business (e-Business) is aimed at enhancing the competitiveness of an organization by adopting innovative information and communications technology throughout an organization and beyond, through links to partners and customers. Managers and decision makers need to know not only how to use the new techniques to automate existing business processes, but also how to redesign and transform processes taking advantage of e-Business. The course introduces the fundamentals and infrastructure of e-Business to familiarize students with related new technology development. It also discusses how e-Business differs from traditional business in terms of business processes and activities, and how we can set business strategies with e-Business. How	Upon completion, students should be able to: 1. Recognize and describe the concepts of e-Business models, e-revenue models, global e-marketplaces, e-marketing, mobile commerce (e-commerce), and e-security. 2. Explain the key characteristics of the e-Business environment. 3. To identify different e-Business models 4. Recognize and describe the concepts of global e-marketplaces, e-marketing, e-commerce, and e-security 5. Recognize and critically discuss the ethical and social issues in online and e-Business. 6. Design e-Business applications to handle the general operations and management of an online business

to implement e-Business in the current business environment will also be discussed. The tentative topics include but are not limited to the introductory-level knowledge of Internet business models, e-commerce infrastructure, e-procurement, and e-marketing.

Teaching methodology

Interactive lectures, seminar papers, discussions etc.

Conditions for implementation of the course topics

Classroom, computer and projector.

Examination methods and grading

	Evaluation in%	Final grade	
Students are evaluated through testing, whereas the final grade consists of four components: - Attendance and activity classes: 30 % (0-10 points) - Working seminar: 30 % (0 – 30 points) - Final Exam: 60 % (0 - 60 points)	91 - 100	10	(ECTS – A)
	81 – 90	9	(ECTS - B)
	71 – 80	8	(ECTS - C)
	61 – 70	7	(ETCS - D)
	51 – 60	6	(ETCS - E)
	40 - 50	5*	(ETCS – FX)

Student obligations

Lectures	Exercises
- Attending lectures, - Participation in debates, - Adhering to the code of conduct, etc.	- Attending of hours of exercise - Adhering to the code of conduct, etc

Student workload (must correspond with learning outcomes)

Activity	Hours	Days/week	Total
Lectures	2	13	26
Exercises	2	13	26
Consultation with teachers	1	12	12
Field work visits	5	2	10
Practical work (Internship)	2	5	10
Seminars	3	10	30
Own study time	2	12	24
Preparation for final exam	2	3	6

Time spent on assessment (tests, exams, etc.)		2	3	6
Note: 1 ECTS credit = 25 hours workload, i.e. if the subject has 6 ECTS credits student must have 150 hours workload during the semester		**Total workload:**		**150**

Designed study plan						

Week	Lectures			Exercises		
	Topic		Hours	Topic		Hours
1.	Introduction to e-Business		2	Questions and discussions		1
2.	History of the Internet and application in e-business		2	Questions and discussions		1
3.	E-Marketplaces		2	Questions and discussions		1
4	B2C in e-Business		2	Questions and discussions		1
5	Business on the web		2	Questions and discussions		1
6	Sales and Web Management		2	Questions and discussions		1
7	Technology and consumer behavior		2	Questions and discussions		1
8	Case Study presentation		2	Case Study presentation		1
9	Web communication		2	Examples and discussions		1
10	Marketing, communities and tribes online		2	Examples and discussion		1
11	E-Business support services		2	Questions and discussions		1
12	E-Business strategy and implementation		2	Examples and discussions		1
13	E-Business design tools		2	Examples and discussions		1
14	E-commerce		2	Examples and discussions		1
15	Market, business and internet		2	Preparation for the final exam		1

LITERATURE

Basic literature:
- Dr.sc. Ilir Doçi, E-biznesi, dispensë, Prishtinë, 2014
- Chaffey,Dave, Digital Business and E-Commerce Management: Strategy, Implementation and Practice, 6'th Edition, Pearson, 2014.

Additional literature:
- Colin Combe, Introduction to E-business, Elsevier and Butterworth-Heinemann, 2006

Academic policies and code of conduct

• Students must respect the schedule of lectures, exercises and be attentive in class.
• Student must have their ID card with them, they cannot undergo the test without their ID card.
• During the drafting of the course papers, the student must adhere to the instructions given by the teacher.
• The use of mobile phones is not allowed during the test/exam hours.