DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	**Internet Technologies and E-business Operations**				
Study programme	**Specialist professional graduate study of Information Technology in Business Systems – Major: Business Information Systems**				
Status of a course	Obligatory				
Year of study	2	**Semester (Winter/Summer)**	W	**ECTS credits**	4

Goals of a course

Promoting student and teacher collaboration in a team environment during the development of two project assignments including research of required literature on the Internet, analyzing existing solutions, identifying project-related requirements and needs, planning and time management, analyzing and evaluating completed projects.

Conditions for enrolling course

No conditions

Learning outcomes on a level of a study programme which includes course

Outcome 8: Apply methods and techniques for managing security and data protection in information and communication systems.
Outcome 12: Analyse and implement Internet technologies and e-business in the business information system.
Outcome 15: Analyse and recommend the use of IT tools within a business organization.
Outcome 16: Assess the place and role of ICT in the context of organization, management and business processes.
Outcome 17: Present ICT solutions in a business organization.

Expected learning outcomes on a level of a course

1. Build a website to display the selected Internet technology
2. Present the impact of the selected Internet technology on e-Commerce
3. Rate the websites of other colleagues on the basis of default criteria
4. Develop e-Commerce using processed Internet technologies
5. Planning and time management

Content of a course

Introductory review of traditional and electronic business operations. Digital society and digital economy. Elements of electronic business. Development of Internet and Internet services. E-business and e-commerce. E-commerce environment. E-commerce market. Business models of e-commerce. Infrastructure of e-business operations. Managing e-business operations infrastructure. Electronic data exchange. Strategy of e-business and ERP (Enterprise resource planning). Information systems development in a communication environment. Managing e-business organizations. Models of e-business. Brokerage (commission) models. Advertising models. Information intermediary models. Commercial models. Production models. Collaborators models. Models of virtual communities. Subscribers' models. Auxiliary services models. CRM, SCM and electronic environment (managing supply chain). Methods of payment: electronic payment, electronic cash. Smart card. Methods and digital commerce canned software. Security of e-business. Electronic management. Business enterprise on the Internet.

Teaching modes	☒ lectures ☐ auditory exercises ☒ seminars and workshops ☐ distance learning ☐ field classes	☒ individual assignments ☐ multimedia and network ☐ laboratory ☐ supervisor's work ☐ other _____

Grading, evaluation and monitoring of students' work continuously during lectures and exams

Grading is based upon evaluation course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.