

1. Course (module) name	2. Code
E-Commerce	

3. Lecturer (s)	4. Division(s)

5. Cycle of studies	6. Course (module) level	7. Course (module) type
First	Course is not divided into parts	Mandatory

8. Delivery form	9. Delivery period	10. Delivery language (s)
Full-time	Semester 3	English

11. Requirements for students	
Preliminary requirements:	Associated requirements (if any):
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12. Scope of course (module) in ECTS credits	13. Full workload of a student (hours)	14. Contact work hours	15. Independent work hours
6	160	40	120

16. Course (module) purpose: competences developer by the course programme
To develop student competencies, which allow to understand and analyse the basic principles of E-commerce and apply E-commerce tools and methods, techniques in practice, in order to achieve the objectives provided for in the company's marketing and sales strategy.

17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement			
Results (targets) of the course	Results of the course	Methods of studies	Evaluation methods of academic achievements
Students have to be able to work in a digital era and different environments and complex social contexts, to use communication tools, methods, and different channels, as well as to act in social networks, while combining the interests of the government, citizens and business, to provide their products and services in digital era – using e-commerce tools.	Students will know: basic e-commerce concepts and modern theoretical models of it, E-commerce application principles of the organisation of marketing activities, sales and trades.	Lectures (problem teaching), practical case studies, creative projects, discussions with invited business representatives, individual tasks	Evaluation of practical case study solutions Evaluation of written papers Assessment of scientific text analysis Assessment of individual task presentations Assessment of team task presentations
	Students will be able to: performing market analysis, its segmenting, determining attractiveness of segments and selecting appropriate and use E-commerce.		

18. Strategy and criteria of student assessment			
Assessment method	Per cent	Delivery time	Evaluation criteria
Assessment of case study solutions	25%	During the semester	Timely work, quality solution, proposed new ideas, insights and compliance with the assessment methodology
Assessment of individual	20%	During the	Timely work, originality of the work, teaching logic,

task presentations		semester	problem-thinking
Examination – Ecommerce strategy plan and its presentation	55%	During the session	Compliance to the work structure, depth of analysis, suitability and originality of the results, creativity of solutions, logic of reasoning, independence