

<b>Study program:</b> Business Economics and Entrepreneurship (180 ECTS); Finance banking and insurance (240 ECTS)			
<b>Type and level of studies:</b> Basic academic studies, first level of studies			
<b>Course title: ELECTRONIC BUSINESS</b>			
<b>Professor:</b> Skorup M. Ana			
<b>Course status:</b> elective			
<b>ECTS Points:</b> 7			
<b>Condition:</b> Selected subject, enrolled in the semester, the subject examined and the pre-exam obligations realized			
<b>Objective:</b> Introducing students with basic strategic models, methods, tools and procedures for developing an e-business system through understanding the scope of their application, significance and concepts in modern ICT.			
<b>Outcome:</b> After passing the exam, the student has the necessary basic theoretical and practical knowledge for understanding the most important concepts of modern business logic based on the application of ICT and e-business (e-transactions, e-banking, m-banking, e-marketing, ...) and can demonstrate the ability to apply certain of these e-services.			
<b>Contents of the course</b>			
<b>Theory teaching:</b> Introduction to e-business. Factors that have led to the development of e-commerce. Advantages of introducing e-business. Virtual organizations. Infrastructure management and e-commerce technology. Trends of IK technology. E-commerce strategy and guidelines for its formulation. E-commerce (introduction, e-market concept, e-commerce, e-commerce technologies and models, virtual shopping centers, on-line auction). Electronic marketing (concept, definition, planning, and basic e-marketing technologies, methods of advertising on the Internet). Electronic banking (introduction to e-banking, automation of banking operations, electronic money, on-line banking, advantages and disadvantages, use of e-checks, e-cash and smart cards in internet banking, encrypted credit card, electronic financial markets and stock exchanges. Mobile banking (introduction of m-banking, participants in m-commerce business, reasons for introducing, advantages of payments, payment models, mobile financial services, problems and security of mobile business) E-business in Serbia (Serbia and development of information society, importance of introduction e-business transactions, directions and results of e-commerce development in Serbia.) Security aspects of e-commerce (economic consequences of the abuse of Internet technologies, threat categories and security measures in the IS).			
<b>Practical classes:</b> Getting to know e-commerce technologies, presenting examples and discussions. Searching and finding well-known e-learning sites, e-marketing, e-commerce, e-banking and e-government. Preparation of colloquium and exams. Evaluation of realized teaching and analysis of its results.			
<b>Literature</b> [1]. Živadinović J, Medić Z., and Radovanović S., (2013), Electronic Business, High School for Business Economics and Entrepreneurship Belgrade			
<b>Number of active classes</b>		Theoretical classes: 2	Practical classes: 2
<b>Methods of teaching:</b> Lectures are auditory, performed in amphitheater with all students and fully questioned by video presentations. Exercises are carried out by groups of students in classrooms: (1) as auditory, where further lectures are further elaborated and the characteristic cases are analyzed; (2) as indicative, for representing the components of a personal computer; and (3) like, laboratory for search and finding and well-known e-business example sites;			
<b>Knowledge assessment (maximum number of points 100)</b>			
Pre-exam obligations	Points 50	Final exam	Points 50
activity during lectures	20	Oral exam	50
colloquium-first	15		
colloquium-second	15		
колоквијум-други	15		