

E- BUSINESS (5 ECTS)

The course will primarily focus on e-business technologies and e-business theories present in the world. We'll cover development of the e-business throughout history and its beginnings with definition of mainstream fields of e-business. Students will have the opportunity to discuss a large number of the cases of success and failure. Course will be heavily oriented towards practical implementations of web applications for e-business. By the end of the course, students will gain basic practical knowledge for development of their own e-business ideas. Students will have the opportunity to carefully elaborate their own business plan in order to create effective e-business solution in business environment of their choice. Students will learn to analyze modern concepts, practices and modern web e-business applications. During the course, students will create their own web domain, they will install, customize and learn to manage main free web e-business applications and adopt them to the needs of their businesses or project ideas. This course will also give students understanding of major e-business trends present in the market today and give them an understanding of expected development in the future. Through number of cases students will gain deeper understanding of main success and failure events in e-business history.