



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
E-commerce	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Simas Šarmavičius	Business School, Saulėtekio al. 22, Vilnius
Other(s):	

Study cycle	Type of the course unit (module)
Second	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to face, virtual	Spring	English

Requirements for students	
Prerequisites:	Additional requirements (if any):

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	32	98

Purpose of the course unit (module): programme competences to be developed

This subject aims to develop a) students' ability to solve problems in e-commerce independently, to choose the right e-commerce model b) the ability to use online marketing channels in e-commerce, c) the ability to properly select metrics and analyze them for success, d) the ability to analyze and anticipate consumer behavioral actions in the digital space.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Will be able to identify different e-commerce models and anticipate actions to address their problems	Problem-based teaching, group and cross-discussions, case studies, group, and individual presentations.	Assessment of case analysis, assessment of written work, assessment of student knowledge and activity demonstrated during seminars
Will be able to select visitor attraction advertising channels in e-commerce communication		
Will be able to evaluate and analyze data for e-commerce decision making		
Will be able to analyze consumer behavior		

	Contact hours	Self-study work: time and assignments

Content: breakdown of the topics

	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship / work placement	Contact hours	Self-study hours	Assignments
1. E-commerce infrastructure	2		2				4	10	Scientific literature study, preparation for seminar tasks.
2. E-commerce models and concepts.	2		2				3	10	Scientific literature study, preparation for seminar tasks.
3. E-commerce models and concepts.	2		2				3	10	Scientific literature study, preparation for seminar tasks.
4. E-commerce marketing	2		2				4	10	Scientific literature study, preparation for seminar tasks.
5. E-commerce marketing	2		2				4	10	Scientific literature study, preparation for seminar tasks.
6. Application of growth hacking in e-commerce	2		2				5	10	Scientific literature study, preparation for seminar tasks.
7. Analysis of consumer behavior in e-commerce. KPI setting and management.	2		2				6	18	Scientific literature study, preparation for seminar tasks.
8. Development of e-commerce and entry into foreign markets	2		2				3	10	Performance of written work, preparation of seminar tasks.
Total	16		16				32	98	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Case study analysis	50	During the semester	Evaluation Criteria: 10 (excellent) - Excellent, exceptional knowledge and skills 9 (very good) - Strong, good knowledge and skills 8 (good) - Above average knowledge and skills 7 (average) - Average knowledge and skills, there are insignificant mistakes 6 (satisfactory) - Knowledge and abilities (skills) worse than average, there are mistakes 5 (weak) - Knowledge and abilities (skills) meet the minimum requirements 4, 3, 2, 1 (unsatisfactory) - Minimum requirements not met
Assessment of a written assignment	50	During the semester	Evaluation Criteria: 10 (excellent) - Excellent, exceptional knowledge and skills 9 (very good) - Strong, good knowledge and skills 8 (good) - Above average knowledge and skills

			<p>7 (average) - Average knowledge and skills, there are insignificant mistakes</p> <p>6 (satisfactory) - Knowledge and abilities (skills) worse than average, there are mistakes</p> <p>5 (weak) - Knowledge and abilities (skills) meet the minimum requirements</p> <p>4, 3, 2, 1 (unsatisfactory) - Minimum requirements not met</p>
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Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Kenneth Laudon, Carol Traver	2016	E-Commerce 2016: Business, Technology, Society,	12th Edition	Pearson Education Ltd
Efraim Turban David King Jae Kyu Lee Ting-Peng Liang Deborrah C. Turban	2015	Electronic Commerce: A Managerial and Social Networks Perspective	8th ed.	Springer International Publishing
Chaffey, Dave,	2011	E-business and e-commerce management: strategy, implementation and practice		Pearson
Geoffrey G. Parker, Marshall W. Van Alstyne, Sangeet Paul Choudary	2016	Platform Revolution: How Networked Markets Are Transforming the Economy - and How to Make Them Work for You	1 edition	W. W. Norton & Company
Sean Ellis, Morgan Brown	2017	Hacking growth: How today's Fastest-Growing Companies Drive Breakout		Currency
Optional reading				
Specified articles and online resources			Presented in the MOODLE system	