COURSE UNIT DESCRIPTION

Course unit title	Code
E-Business	**-**

Lecturer(s)	Department, Faculty
Coordinating: Prof. Dr. Tadas Limba **Other:**	Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit
I (First) cycle (Bachelor)	Compulsory

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face-to-face / on-line	Spring semester	English

Requisites	
Prerequisites: Management, Global Marketing	**Co-requisites (if relevant):**

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	48	82

Purpose of the course unit: programme competences to be developed
Purpose of the course is to introduce the relationship between information society development and e-business globalization, e-business concepts, essential principles, models and strategies of e-business, the fundamental differences between e-business and e-commerce, an e-business design, development of information systems and WEB technologies, the importance of e-signature technologies for e-business, the cyber security management in a global e-business context, the implementation of e-payment systems, e-money and cryptocurrency for e-business, fosterage of entrepreneurship on cyberspace, e. marketing strategies and to apply the acquired knowledge in practical situations.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
- will be able to foresee and adapt the fundamental principles, strategies and peculiarities of e-business development worldwide to changing professional conditions;	Lectures, seminars, discussion, problem-based learning, independent work.	Test (closed type questions), individual or group tasks and projects assignments.
- will understand the fundamental differences between e-business and e-commerce, the importance of cyber security management, the intercultural differences and will be able to apply them in communication with partners in the product value chain;	Lectures, seminars. Active learning methods (group discussion; case study and analysis in group).	
- will recognize the opportunities of entrepreneurship in cyberspace, the principles of product online distribution and be able to select distribution online channels;	Lectures, seminars, case study, individual and group (team) project.	
- will identify the various peculiarities of creating start-ups on cyberspace for a global business development, e-business categories, typologies and models and be able to coordinate marketing actions;	Lectures, seminars, case study, individual and group (team) project.	
- will be able to analyze and critically assess the information developed for WEB technologies, information systems and databases;	Lectures, seminars, discussion, problem-based learning, independent work.	

- will be able to analyze and systemize activities and processes related to e-marketing and consumer segmentation on cyberspace that determine consumer behavior.	Lectures, seminars. Active learning methods (group discussion; case study and analysis in group).									

Course content: breakdown of the topics	Contact hours								Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship/work placement	E-learning	Contact hours, total	Individual work	Assignments
1. Relationship between Information Society and E-Business, strategies and peculiarities of E-Business development worldwide, the fundamental differences between E-Business and E-Commerce.	4			2				6	10	Reading of scientific sources (No. 1, according to the list of recommended literature), performance of tasks, case study.
2. WEB Technologies and Information Systems for E-Business Solutions and Consumers. Importance of Distance Work for E-Business.	4			2				6	10	Reading of scientific sources (No. 3, according to the list of recommended literature), performance of tasks, case study.
3. Importance and Influence of Electronic Signature (and E-Time Stamping) Technologies on Development of E-Business.	6			2				8	12	Reading of scientific literature (No. 4 and 5 according to the list of recommended literature), performance of tasks, case study.
4. Entrepreneurship on Cyberspace as Preconditions and Development of Startups.	6			4				10	18	Preparation of a group project (No. 8, according to the list of recommended literature).
5. Categories, Models and Typologies of E-Business. E-payment systems, cryptocurrencies and cyber security management.	6			4				10	18	Completion of individual or group theoretical-practical tasks related to the analyzed topic, case study (No. 1, 2 and 7, according to the list of recommended literature).
6. E-Marketing and Consumers Segmentation on Cyberspace.	6			2				8	14	Completion of individual or group theoretical-practical tasks related to the analyzed topic, case study (No. 6 according to the list of recommended literature).
Total	32			16				48	82	

Assessment strategy	Weight %	Deadline	Assessment criteria
Case study	25%	During the semester	10 tasks, for each attested task students receive 10%. 100%: 10 tasks attested; 90%: 9 tasks attested; 80%: 8 tasks attested; 70%: 7 tasks attested; 60%: 6 tasks attested, 50%: tasks attested, 40%: 4 tasks attested, 30%: 3 tasks attested, 20%: 2 tasks attested, 10%: 1 task attested.
Group project	25%	At the end of semester	Group project is being prepared by 2-4 students, all group members are evaluated equally. The requirements of the group project are presented in the virtual learning environment (emokymai.vu.lt) in "E-Business" account. Group project: presentation of ~ 15 slides and uploading to the virtual learning environment (emokymai.vu.lt) for the assessment, "E-Business" subject folder and presentation (up to 10 min.). Group project evaluation criteria: 1. Start-up ideas and business model on cyberspace analysis and its presentation - 25%. 2. Technology platform selection methods, criteria and argumentation and presentation - 25%. 3. Choice and presentation of e-marketing strategy - 25%. 4. Compilation and presentation of a failure exit plan - 25%.
Test	50%	Examination Session	The test consists of 20 closed-ended questions of different complexity, each correct answer is evaluated by 0.5 points. Evaluated as follows: 10: Excellent knowledge and skills: 19-20 correct answers. 9: Very good knowledge and skills: 17-18 correct answers. 8: Good knowledge and skills: 15-16 correct answers. 7: Average knowledge and skills: 13-14 correct answers. 6: Satisfactory knowledge and skills: 11-12 correct answers. 5: Weak knowledge and skills: 9-10 correct answers. 4: Unsatisfactory assessment of knowledge and skills, poor understanding of the essence of the taught discipline after the course: 7-8 correct answers. 3: Poor assessment of knowledge and skills, after listening to the course the student does not understand the essence of the taught discipline: 5-6 correct answers. 2: Very poor assessment of knowledge and skills, after listening to the course the student does not understand the essence of the taught discipline: 3-4 correct answers. 1: Completely poor assessment of knowledge and skills, after listening to the course the student does not fully understand the essence of the taught discipline: 1-2 correct answers.

Exam evaluation by extern: case study (25%) (10 tasks performed individually), Individual project (presentation of ~15 slides) (25%), test (50%).

Author	Publishing year	Title	Issue of a periodical or volume of a publication; pages	Publishing house or internet site
Required reading				
Chaffey, D.	2019	E-Business and E-Commerce Management: Strategy, Implementation and Practice	7th edition, textbook	Financial Times Press
Recommended reading				
Cataldo, A., Astudillo, A. C., et al.	2020	Towards an Integrated Maturity Model of System and E-Business Applications in an	Volume 15, No. 2	Elsevier, internet site: http://dx.doi.org/10.4067/S0718-18762020000200102

		Emerging Economy		
Zhu, Z., Zhao J., Bush, A.	2020	The Effects of E-business Processes in Supply Chain Operations: Process Component and Value Creation Mechanisms	Volume 50	Elsevier, internet site: https://doi.org/10.1016/j.ijinfomgt.2019.07.001
Wang, Y., Jia, F., et al.	2020	Cross-border E-commerce Firms as Supply Chain Integrators: The Management of Three Flows	Volume 89	Elsevier, internet site: https://doi.org/10.1016/j.indmarman.2019.09.004
Sepashvili, E.	2020	Digital Chain of Contemporary Global Economy: E-Commerce through E-Banking and E-Signature	Volume 11, No. 3.	Business and Management Sciences International Quarterly Review, internet site: doi: 10.13132/2038-5498/11.3.239-249
Fang, W., Chen, W., et al.	2020	Digital Signature Scheme for Information Non-repudiation in Blockchain: a state of the art review	-	Springer, internet site: https://doi.org/10.1186/s13638-020-01665-w
Kurtuluş, K., Kurtuluş, S., Bulut, D.	2016	Benefit Segmentation of Internet Users and Their Addictive Behavior	-	Yildiz Social Science Review, internet site: https://dergipark.org.tr/en/pub/yssr/issue/23897/254562
Singh, S., Singh, N.	2015	Internet of Things (IoT): Security Challenges, Business Opportunities & Reference Architecture for E-commerce	-	IEEE, internet site: https://doi.org/10.1109/ICGCIoT.2015.7380718
Kiskis, M.	2011	Entrepreneurship in Cyberspace: What Do We Know?	-	Elsevier; internet site: https://ssrn.com/abstract=1954553 or http://dx.doi.org/10.2139/ssrn.1954553