

<b>Module Title:</b>	<b>E-COMMERCE</b>		
<b>Lecturer:</b>	<b>Katalin ATANAZOVNÉ HARTUNG</b>	<b>Office Hours:</b>	B121 discussed via email
<b>Term:</b>	<b>spring</b>		
<b>Telephone:</b>	72/501-500/23145	<b>E-mail:</b>	<a href="mailto:hartungk@tkk.pte.hu">hartungk@tkk.pte.hu</a>
<b>Short Description:</b>	The course offers an overview of modern enterprise information systems, introduces patterns and solutions in e-Business and e-Commerce, relating mostly the business attitude towards using new ICT technologies. Lectures, articles and case studies help to understand basic ideas, theories and methodologies. Students work individually and also in teams to investigate real world cases and to create analytical reports on discussed facts.		
<b>Sessions (weeks):</b>			
1- sept 3	Introduction, course requirement. Introduction to E-commerce. <i>Laudon: chapter 1</i>		
2- sept 10	E-commerce infrastructure. <i>Laudon: chapter 2</i> <b>1Article:</b> Bradbury D (2014): <i>Unveiling the dark web. Network Security,04</i> <i>Case study 1+ Home assignment 1</i>		
3- sept 17	Building an E-commerce presence <i>Laudon: chapter 3</i> <b>2Article:</b> Zhou L et al (2018): <i>Perceived information transparency in B2C e-commerce: An empirical investigation. Information&amp;Management 55, 912-927</i> <i>Case study 2+ Home assignment 2</i>		
4- sept 24	E-commerce security and payment systems <i>Laudon: chapter 4</i> <b>3Article:</b> Barkatullah A H (2018): <i>Does self-regulation provide legal protection and security to e-commerce consumers? Eletronic Commerce Research and Applications 30, 94-101</i> <i>Case study 3+ Home assignment 3</i>		
5- oct 1	E-commerce business strategies <i>Laudon: chapter 5</i> <b>4Article:</b> Brozowska A, Bubel D (2015): <i>E-business as a new trend in the economy. Procedia Computer Science 65, 1095-1104</i> <i>Case study 4+ Home assignment 4</i>		
6- oct 8	E-commerce marketing and advertising <i>Laudon: chapter 6</i> <b>5Article:</b> Hudák M, Kianickova E, Madlenak R (2017): <i>The importance of e-mail marketing in e-commerce. Procedia Engineering 192, 342-347</i>		

	Case study 5+ Home assignment 5
7- oct 15	Midterm exam
8- oct 22	<b>Autumn break: no class</b>
9- oct 29	Social, mobile, and local marketing <i>Laudon: chapter 7</i> <i>Guest lecturer: László Csóka on googleAds</i> Case study 6 + Home assignment 6
10- nov 5	Ethics, law, and e-commerce <i>Laudon: chapter 8</i> <b>6Article:</b> Srinivas, Das, Cumar (2019): Government regulations in cyber security: Framework, standards and recommendations. <i>Future Generation Computer Systems</i> 92, 178-188. Case study 7 + Home assignment 7
11- nov 12	Online media <i>Laudon: chapter 9</i> <b>7Article:</b> Li C-Y, Ku Y-C (2018): The power of thumbs-up: Will e-commerce switch to social commerce? <i>Information&amp;Management</i> 55, 340-357 Case study 8+ Home assignment 8
12- nov 19	E-commerce retailing and services <i>Laudon: chapter 11</i> <b>8Article:</b> Nisar T M, Prabhakar G (2017): What factors determine e-satisfaction and consumer spending in e-commerce retailing? <i>Journal of Retailing and Consumer Services</i> 39, 135-144 <i>Guest lecturer Máté Knausz, head of marketing department of Tom Market + Home assignment 9</i>
13- nov 26	B2B E-commerce <i>Laudon: chapter 12</i> Jack Ma keynote speech: E-commerce in China Home assignment 10
14- dec 3	Final exam
<b>Aims:</b>	e-Solutions are found everywhere as companies realize the need for preserving / enhancing competitiveness. Globalization progress and the worldwide economic crisis demonstrated the power of new ICT solutions in innovation, in inter-operability, in efficiency. Even public and non-profit sector starts using Web 2.0 and 4.0 solutions, mobile systems, etc. Business managers have to be aware of the real background of these “buzzword-techniques”, usability, costs and benefits when creating new business strategies.
<b>Learning Outcomes: Knowledge</b>	On successful completion of this module, the student will be able to demonstrate 1. in-depth and critical knowledge of modern terms of corporate information systems;

	<p>2. in-depth and critical knowledge of strategic role of business decision support via ICT, the origin of inter-corporation e-technologies, the emerge of e-commerce: models, techniques from planning to sales and analysis;</p> <p>3. in depth and critical knowledge of more terms of e-Commerce processes: eSCM, eHR, eCRM, sharing economy. Ideas and frames for creating eBusiness and eCommerce strategies;</p> <p>4. synthesis of different concepts in eCommerce through case studies.</p>
<p><b>Learning Outcomes: Skills</b></p>	<p>On successful completion of this module, the student will be able to</p> <ol style="list-style-type: none"> <li>1. collect, find and critically analyze relevant data, information, statistics of this business progress</li> <li>2. critically analyze existing business models through online investigation.</li> <li>3. create small reports on specific models and solutions based on real business case synthesizing theoretical material and ideas;</li> <li>4. create small cost/benefit analyses to synthesize models in SME environment;</li> <li>5. evaluate options for management action.</li> </ol>
<p><b>Teaching and Learning Strategies:</b></p>	<p>Students face at short lectures with a textbook background. According to MSc level requirements, a large emphasis is put on reading analytic reports and discussing small classroom-cases. As we have a weekly labwork time, first individuals, then small teams can work on smaller problems (data collection, analysis, summary and presentation) and on creating a larger business availability report, using the learnt terms, models and processes.</p> <p>This module builds on the theoretical and methodological foundation provided by Information Systems, Quantitative Methods and Marketing.</p>
<p><b>Assessment Scheme:</b></p>	<p>Students are working in team with 2-4 members'. Scores are divided within the team.</p> <p>Teams work: first on "Classwork-type" short tasks in situ, then on larger "Projectwork" assignments. All lab classes have student pre-presentations by the teams on a given topic.</p> <p>Team Projectwork #1 (classroom case studies+home assignments /2% each/, max 20%)</p> <p>Team Projectwork #2 (team presentation of an article, 10%)</p> <p>Team Projectwork #3 (analysis of a selected company's online activity, 12%) Late assignments automatically attract a 40% penalty against your score, unless there are exceptional circumstances approved by the instructor.</p> <p>Midterm exam (18%).</p>

	<p>An unseen final, discussion-type written exam (40%, 2 hours long), based on textbook chapters (lectures), articles and on discussed business cases.</p> <p>Fail under 51%, Poor - 65%, Fair - 75, Good - 85% Excellent - above.</p> <p>Absence is accepted up to 25% of the course.</p>
<p>Core Learning Materials:</p>	<p>Lauden, KC: E-commerce 2019. Business. Technology. Society. Pearson Education Limited, 2019.</p> <p>Lecture notes and hand-over case texts and articles.</p>
<p>Recom-mended</p>	<p>Martínez-López, F.J.: Handbook of Strategic e-Business Management. Springers, 2014.</p> <p>Laudon, KC – Laudon, JP: Management Information Systems, Prentice, 1997</p> <p>F. Hoque: e-Enterprise. Business Models, Architecture, Cambridge Univ. Press 2000.</p> <p>Hartman – Sifonis: Net Ready: Strategies for Success in the E-Economy, McGraw-Hill, 2001</p>