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| Course title |

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| **E-Business**  |

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| Semester | Winter semester |
| Faculty / Department | Faculty of Computer Science  |
| Professor |

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| Professor Goran Slavković, PhD |

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| ECTS credits | 4 |
| Language of instruction | English |
| Level of study | Bachelor |
| Content | Internet and globalization of business processes. Infrastructure of electronic business. Models and forms of electronic business. E-commerce. E-business strategies. Internet business plan. Software components and e-business applications. Mobile business. Internet marketing. Social media. CRM. Payment systems in electronic commerce. Banking on the Internet. E-commerce in public administration. E-health. E-education. The e-business environment.Moodle Distance Learning System. Development of static web sites. HTML5.CSS3. Interactive elements of web sites. JavaScript. JQuery. Creating a web portal. Content Management System Wordpress. Making an electronic store. Integration of the electronic store into the web portal. Managing customer relationships. Integration of CRM into a web portal. |
| Learning outcomes | Students are trained to design and implement simple e-business systems. |
| Length | One semester. |
| General information | The aim of the course is to introduce students to models, forms and infrastructure of e-business in order to enable them to use such systems in practice. |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |