

	Subject title: E- BUSINESS			
Subject code:	Subject Status:	Semester:	Credit value:	Teaching load:
	Compulsory	V	6	3L+2T

Study programme: Academic Undergraduate Studies: Financial Management/Marketing
Responsible Staff: Assistant Professor Radislav Jovović, PhD; Teaching Assistant: Mladen Bukilić, MSc
Pre-requisite: Nil
Mode of study Lectures, tutorials, seminar papers
Assessment: Mid-term test I – 20 points Mid-term test II – 20 points Final exam – 50 points Attendance – 5 points EO project – 5 points
Objectives: To acquire knowledge and information about the concept of electronic operations and activities such as: e-banking, e-stock exchange, e-marketing, e-purchase, e-commerce, e-production).

SYLLABUS:

- Introduction to Electronic Business – definition, concepts, classification, etc.)
- Digital revolution (digital economy, business environment for e-business, models of e-business)
- Electronic market (structure, mechanisms, influence)
- Competition in digital economy and influence on business processes and organizations. Retail in e-business.
- Electronic marketing
- Business-to-business. Electronic supply chain.
- Electronic banking. Electronic payment operations and payment systems.
- Interorganizational information systems (ERP software solutions and workflow technologies)
- Electronic insurance
- Development of business information systems in electronic business
- Global electronic business, electronic business strategy, resources positioning and planning
- Business plan for electronic business
- Electronic technologies, review of software solutions in electronic business
- Protection and security in e-business

READING LIST AND REFERENCES:

Stakić Rade, *Elektonsko poslovanje*, Ekonomski fakultet, Beograd, 2007

Jovović Radislav, *Elektronski biznis*

Dave Chaffey, *E-Business and E-Commerce Management*, Prentice Hall, Harlow, London, 2002

Efraim Turban, *Electronic Commerce, A Managerial Perspective*, Prentice Hall, 2006