

COURSE OUTLINE

1. GENERAL INFORMATION

SCHOOL	MARITIME AND INDUSTRIAL STUDIES		
DEPARTMENT	INDUSTRIAL MANAGEMENT AND TECHNOLOGY		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TEΠΛΗ65-1	SEMESTER OF STUDY	2 nd
COURSE TITLE	E-BUSINESS AND MULTIMEDIA		
INDEPENDENT TEACHING ACTIVITIES <i>in case in which credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lecture, Laboratory Exercises and Project			5.5
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at section 4.</i>			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	Special background		
PREREQUISITE COURSES:	None		
LANGUAGE OF INSTRUCTION and EXAMINATION/ASSESSMENT:	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/BDT155/		

2. LEARNING OUTCOMES

<p>LEARNING OUTCOMES</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:</i></p> <p>APPENDIX A</p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications' cycle, according to the European Higher Education Area's Qualification Framework.</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and APPENDIX B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>The course aims to introduce students to the administrative and business functions of the digital age and covers a wide range of administrative opportunities and risks in virtual markets. The course consists of the theoretical part (lectures) and the laboratory part.</p> <p>During the course, students</p> <ul style="list-style-type: none"> • Develop knowledge about e-business and e-commerce infrastructure, e-business management with new business models, etc. • Acquire knowledge on e-business strategies, the development of competitive advantage online and the necessary organizational strategy (eg, change management, assimilation of e-business within the organization, etc.). • Study the e-business environment - legal, ethical and security issues as well as marketing and advertising issues <p>Upon successful completion of the course, the students will be able to:</p>

- Understand the concepts of e-business and e-commerce
- Describe e-business and e-commerce technologies and analyze their significance in business
- Recognize emerging trends in online business models
- Describe the functions of an online business and the ways in which the information flows within it
- Design a successful business operation strategy
- Create value by properly managing knowledge in an online business
- Evaluate the techniques and strategies of e-marketing and online advertising
- Provide guidance in design, communication and leadership of change

Upon successful completion of the laboratory part, the students will be able to:

- Describe the procedure to be followed for constructing an e-commerce site
- Understand issues relevant to the selection of the most suitable material for the e-commerce site
- Build a website
- Build an online store
- Study the usability of a website
- Evaluate sites using appropriate model

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aims

Search for, analysis and synthesis of data and information, by the use of technologies that are necessary according the case

Adapting to new situations

Decision-making

Independent work

Team work

Working in an international environment

Working in an interdisciplinary environment

Introduction of innovative research

Project planning and management

Respect for difference and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and sensitivity to gender issues

Critical consciousness, criticism and self-criticism

Development of free, creative and inductive thinking

- Search for, analysis and synthesis of data and information, by the use of technologies that are necessary according the case
- Adapting to new situations
- Independent work
- Project planning and management
- Social, professional and ethical responsibility and sensitivity to gender issues
- Critical consciousness, criticism and self-criticism
- Development of free, creative and inductive thinking

2. COURSE CONTENT

The course includes the following topics:

01. Introduction to e-commerce
02. Definitions-Environment-Limitations
03. Technological and business model
04. Retail trade
05. The consumer on the internet
06. Advertising in e-commerce
07. Network and transaction safety
08. Electronic payment systems
09. e-Commerce (part A')
10. e-Commerce (part B')

11. Internet-Intranet-Extranet
12. Public policies
13. Web Sites - Success
14. Web Sites - Presentation
15. e-Governance (Evolution - Adaptation - Application) in Greece
16. Strategy & Business design in e-Commerce
17. Multimedia (Design- Material and Software-Applications)

Students also attend a laboratory training program in the Laboratory of Production Management Information Systems in order to develop an intuitive and hands-on understanding of the concepts presented in the lectures. The software used is MS EXCEL or equivalent (Open Office, etc.) as well as in house software. Students are trained in workshops with a rotation system. The workshop program is posted on the course website and eclass at the beginning of the semester.

In addition, articles, audiovisual lecture material, web addresses, useful information and exercises are posted at eclass.

3. TEACHING METHODS - ASSESSMENT

TEACHING MODE <i>Face-to-face, in-class lecturing, on distance teaching and distance learning etc.</i>	In-class lecturing / Laboratory teaching	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in Teaching, Laboratory Education, Communication with students</i>	<p>Teaching: Lectures with audiovisual media, support of the learning process through the eclass platform</p> <p>Laboratory Education: Use of open access and in-house software for laboratory exercises</p> <p>Communication with students: face-to-face at office hours, email, eclass</p>	
COURSE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, clinical practice, Art Workshop, Interactive teaching, Educational visits, project, Essay writing, Artistic creativity, etc.</i>	Activity / Method	Semester Workload
	Lectures	39
	Laboratory exercises	13.75
	Project	12.75
	Self-study of lab material	28
	Self-study of lecture material	40.5
	Project presentation (oral)	1
	Counselling	0.5
	Exams (written)	2
	Course Total	137.5
STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures: Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice questionnaires, short- answer questions, open-ended questions, problem solving, written work, Essay/report, oral exam, public presentation, laboratory work, art interpretation, other.....etc</i>	<p>Language of exams: Greek</p> <p>Assessment Methods: After the last lecture, the exam material is posted at eclass. The final course grade is formed as follows:</p> <ul style="list-style-type: none"> • Lab grade comprises the 20% of the final grade. In particular, maximum two (2) grade units can be given, one (1) of which is given to students that do not have more than two (2) absences during the lab classes and maximum one (1) grade unit may be assigned to oral presentation of the project. • The written exams comprise the 80% of the total grade. The written exams are taken in the examination period of the spring semester and, in case of failure, in the September resits. 	
<i>Evaluation criteria are specifically defined and given as well as if and where they are reported and accessible to students.</i>		

	<p>The written examination includes problem solving / exercises, short-answer and open-ended questions. It is conducted with closed books.</p> <p>The evaluation of students with special learning difficulties in writing and reading (as certified and qualified by a competent institution) is performed according to the relevant procedure decided by the Department Assembly.</p> <p>Notification of the Assessment Criteria: The evaluation criteria are made known during the first lecture and are clearly stated on the course website and e-class. The answers to the exam questions are posted at eclass after the exam date. Students have the opportunity to discuss their exam paper with the course instructor (at the posted office hours) after the announcement of the course grades.</p>
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4. SUGGESTED BIBLIOGRAPHY

-Suggested Bibliography :

- Book [4278]: Introduction to e-Commerce [in Greek], G.P. Chondrokoukis

-Scientific Journals: not applicable

-Lecture Notes

-Laboratory Workbook