COURSE OUTLINE

(1) OVERVIEW

SCHOOL	MARITIME & INDUSTRY		
DEPARTMENT	INDUSTRIAL MANAGEMENT & TECHNOLOGY		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	ΤΕΠΛΗ65-1	SEMESTER	2
COURSE TITLE	E-BUSINESS - MULTIMEDIA		
DISCRETE TEACHING ACTIVITIES *In cases where ECTS credits are awarded to distinct components of the course (e.g., Lectures, Laboratory Exercises, etc.), please indicate them separately. If the credits are awarded as a whole for the entire course, please state the weekly teaching hours and the total number of credits*		WEEKLY TEACHING HOURS	ECTS
Lectures, Laboratory Exercises & Project		4+2	5.5
Please add additional rows if needed. A detailed description of the teaching organization and instructional methods is provided in Section (4).			
COURSE TYPE *core (C), core elective (CE), elective (E) - background, specialization, skill development*	C - Specialization		
PREREQUISITE COURSES:	None.		
LANGUAGE OF TEACHING AND EXAMINATIONS:	Greek (English for ERASMUS students)		
THIS COURSE IS AVAILABLE TO ERASMUS STUDENTS	Yes		
COURSE WEBPAGE (URL)			

(2) LEARNING OUTCOMES

Learning Outcomes

The learning outcomes of the course are described, specifying the particular knowledge, skills, and competencies at the appropriate level that students will acquire upon successful completion of the course.

Please refer to Appendix A

- *Description of the Level of Learning Outcomes for each study cycle according to the Qualifications Framework of the European Higher Education Area.*
- *Descriptive Indicators of Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B.*
- *Concise Guide for Writing Learning Outcomes*

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. During the course, students:

- 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.

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

- 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 ecommerce site.
- Build a website.
- Build an online store.
- Study the usability of a website.
- Evaluate sites using appropriate model.

General Competences

Taking into account the general competences that a graduate should have acquired (as listed in the Diploma Supplement and outlined below), which of these competences does the course aim to develop?

Searching, analyzing, and synthesizing data and information, using the necessary technologies	*Project design and management*
Adaptation to new situations	*Respect for diversity and multiculturalism*
Decision making	*Respect for the natural environment*
Autonomous work	*Demonstration of social, professional, and ethical responsibility and sensitivity to gender issues*
Teamwork	*Exercising critical and self-critical thinking*
Working in an international environment	*Promotion of free, creative, and inductive thinking*
Working in an interdisciplinary environment	*…*
Generation of new research ideas	*Other competences: …*

- Searching, analyzing, and synthesizing data and information, using the necessary technologies
- Adaptation to new situations
- Autonomous work
- Project design and management
- Demonstration of social, professional, and ethical responsibility and sensitivity to gender issues
- Exercising critical and self-critical thinking
- Promotion of free, creative, and inductive thinking

(3) COURSE CONTENT

The course includes the following topics:

Introduction to e-commerce

Definitions-Environment-Limitations

Technological and business model

Retail trade

The consumer on the internet

Advertising in e-commerce

Network and transaction safety

Electronic payment systems

e-Commerce (part A')

e-Commerce (part B')

Internet-Intranet-Extranet

Public policies

Web Sites - Success

Web Sites - Presentation

e-Governance (Evolution - Adaptation - Application) in Greece

Strategy & Business design in e-Commerce

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. Furthermore, articles, audiovisual lecture material, web links to useful resources, exercises, and software are uploaded in electronic format on the eClass platform.

(4) TEACHING and LEARNING METHODS - ASSESSMENT

<table>
<tr><td>TEACHING MODE
Face-to-face, in-class lecturing, distance teaching and distance learning etc.</td><td>• Face-to-face in a classroom or a lab
• Distance teaching & learning (if required)</td></tr>
<tr><td>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY
Use of ICT in Teaching, Laboratory Education, Communication with students</td><td>Teaching: Lectures using modern audiovisual equipment, learning support through the eClass electronic platform, synchronous distance teaching via MS Teams.
Laboratory: open-access and in-house software software for laboratory exercises
Communication with students: face-to-face during office hours, email, eClass platform, MS Teams tools</td></tr>
<tr><td>Organization of Teaching
A detailed description of the teaching methods and approach is provided.
Lectures, seminars, laboratory exercises, fieldwork, study and analysis of literature, tutorials, internships (placements), clinical practice, artistic workshops, interactive teaching, educational visits, project work, writing assignments, artistic creation, etc.

The student's study hours for each learning activity, as well as the hours of independent study, are specified in accordance with the principles of ECTS</td><td>
<table>
<tr><th>Activity</th><th>Semester Workload</th></tr>
<tr><td>Lectures</td><td>39</td></tr>
<tr><td>Laboratory exercises</td><td>13.75</td></tr>
<tr><td>Project</td><td>12.75</td></tr>
<tr><td>Self-study of laboratory exercises</td><td>28</td></tr>
<tr><td>Self-study of lecture material</td><td>40.5</td></tr>
<tr><td>Oral presentation/examination of the project</td><td>1</td></tr>
<tr><td>Consultation Support</td><td>0.5</td></tr>
<tr><td>Exams (written)</td><td>2</td></tr>
<tr><td>Course Total</td><td>137.5</td></tr>
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</td></tr>
<tr><td>STUDENT ASSESSMENT
Description of the assessment process

Language of assessment, assessment methods, formative or summative evaluation, multiple-choice tests, short-answer questions, essay questions, problem-solving, written assignments, reports, oral examinations, public presentations, laboratory work, clinical patient examination, artistic interpretation, other(s)

Explicitly state assessment criteria and information on whether and where these criteria are accessible to students are included.</td><td>Language of Assessment: Greek (English for ERASMUS students)
Assessment Mode: Face-to-face and/or distance learning (if required)
Assessment Methods: The final course grade is formed as follows:
• 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.
The written examination includes problem solving / exercises, short-answer and open-ended questions. It is conducted with closed books.
Students with Learning Difficulties: Students with certified learning difficulties in reading and writing (as recognized by the competent authority) are assessed according to the procedures established by the Department.
Disclosure of Assessment Criteria: The assessment criteria are communicated during the first class and are clearly stated on the course website and the eClass platform. The exam syllabus is announced on eClass following the final lecture of the semester. The exam answers are posted on eClass after the examinations take place. Students have the right to review their graded exams and receive explanations regarding their grades. In cases of further requests, the procedures outlined in the current Study Regulations apply.</td></tr>
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(5) SUGGESTED BIBLIOGRAPHY

- Books:

- Chondrokoukis, G.P. (2015). Introduction to E-Commerce, Varvarigou Publications, ISBN: 9789607996190 [4278] – in Greek

- Journals:

- Other educational material:

- Lecture Notes and Supporting Material provided by the Instructor
- Laboratory Workbook