

Faculty of Tourism and Hospitality / TOURISM / Electronic Business

Course:	Electronic Business			
Course ID	Course status	Semester	ECTS credits	Lessons (Lessons+Exercises+Laboratory)
3529	Mandatory	6	4	2+1+0
Programs	TOURISM			
Prerequisites	There is no special requirement.			
Aims	Students learn to use technology and eBusiness applications and Internet technology in the business environment. Course objectives are mastering the basic skills related to: information society and e-Europe initiative; a study of methods for gathering business information on the Internet; Internet and business functions of the enterprise; the concept of virtual work and virtual enterprise; eMarketing, eCommerce and eBanking on the Internet; presence of a company on the Internet;			
Learning outcomes	To describe and define basic concepts of electronic business and the Internet. To differ, identify and classify types of electronic trade depending on the participants, technology, legislation and method of profit. Find and critically evaluate business information on the Internet and according to them to prepare and produce offers for clients and modify business function of a company ; To construct the concept of a virtual work and a virtual tourist company, electronic marketing and presentation of a company on the Internet ;Evaluate and determine safety risks regarding offered electronic services.			
Lecturer / Teaching assistant	PhD Božo KRSTAJIĆ - teacher, MsC Vera Kapetanović – assistant			
Methodology	Lectures and laboratory exercises in a computer classroom / lab. Learning and practical exercises. consultation.			
Plan and program of work				
Preparing week	Preparation and registration of the semester			
I week lectures	eBusiness infrastructure as internet technologies: concept, origin, history, infrastructure, services and development. IT in Montenegro. Basis and conditions for the transition to the information society.			
I week exercises	Meeting the Moodle platform and account creation.			
II week lectures	Web and e-mail as the most used Internet services. The architecture of the web and web content management. Access and search web content.			
II week exercises	Searching and viewing 10-15 of specified web sites that will be used to create a set of tourist brochures			
III week lectures	Presence of a company on the Internet. Ideas, goals and concepts of the Internet presence.			
III week exercises	Creating a Word document -appropriate tourist brochure with elements of e-business that are specified on the web sites.			
IV week lectures	Concept of the company presence on the Internet using web services. Appearance of tourist organizations and companies on the Internet.			
IV week exercises	An exercise - making appropriate tourist brochures (determined by destination)			
V week lectures	Web site design: concept, types, update, organization and exploitation.			
V week exercises	Preparation for the first test.			
VI week lectures	I Colloquium			
VI week exercises	I Colloquium			
VII week lectures	Internet and online marketing: definition, types and elements (banner, pop-up, mailing lists, ...)			
VII week exercises	Searching and viewing 10-15 of specified web sites that will be used to create a concept web site (hotel, motel, restaurant, travel agency, tourist organization, e-shop, souvenir shop,etc.) with an emphasis on the elements of e-business.			
VIII week lectures	Aspects of eBusiness. Models of e-commerce and eMarket.			
VIII week exercises	Creating the concept of a web site that with help WIKI tool-LMS moodle platform (hotel, motel, restaurant, travel agency, tourist organization, e-shop, souvenir shop,etc.) with an emphasis on the elements of e-business.			
IX week lectures	eBanking and electronic payment system. Home banking			
IX week exercises	Introduction to Wiki tools on Moodle platform.			
X week lectures	Digital money. Electronic checks. use of credit cards.			

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X week exercises	Creating the concept of web site using WIKI.					
XI week lectures	eBusiness security, the legal aspect and data protection on the Internet.					
XI week exercises	Creating the concept of web site using WIKI (determined by category).					
XII week lectures	Digital signature.					
XII week exercises	Preparation for the second test.					
XIII week lectures	II Colloquium					
XIII week exercises	II Colloquium					
XIV week lectures	Internet in public administration: eGovernment, eHealth and eLearning. Standards and tools for eLearning. eBusiness in Montenegro: reality and future					
XIV week exercises	The remedial colloquium					
XV week lectures	Final exam					
XV week exercises	Final exam					
Student workload	Per week 4 credits x 40/30 = 5 hours + 20 minutes Structure: 2 hours of lectures 1 hours of laboratory exercises 2 hour 20 minutes of individual work, including consultations					
Per week			Per semester			
4 credits x 40/30=5 hours and 20 minuts 2 sat(a) theoretical classes 0 sat(a) practical classes 1 excercises 2 hour(s) i 20 minuts of independent work, including consultations			Classes and final exam: 5 hour(s) i 20 minuts x 16 =85 hour(s) i 20 minuts Necessary preparation before the beginning of the semester (administration, registration, certification): 5 hour(s) i 20 minuts x 2 =10 hour(s) i 40 minuts Total workload for the subject: 4 x 30=120 hour(s) Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) 24 hour(s) i 0 minuts Workload structure: 85 hour(s) i 20 minuts (cources), 10 hour(s) i 40 minuts (preparation), 24 hour(s) i 0 minuts (additional work)			
Student obligations			Students are obliged to attend lectures, exercises and do both tests.			
Consultations						
Literature			Božo Krstajić, Elektronsko poslovanje, autorizovana skripta, Kotor 2005 Miodrag Ivković, Elektronsko poslovanje, Beograd, januar 2005.			
Examination methods			- Test, home work and laboratory exercises is assessed with in total 10 points . - 2 tests as per of 20 points (in total 40 points) - Final exam 50 points.Student gets the passing grade by collecting 51 points.			
Special remarks			There is no special note.			
Comment						
Grade:	F	E	D	C	B	A
Number of points	less than 50 points	greater than or equal to 50 points and less than 60 points	greater than or equal to 60 points and less than 70 points	greater than or equal to 70 points and less than 80 points	greater than or equal to 80 points and less than 90 points	greater than or equal to 90 points