ELECTRONIC COMMERCE

1. GENERAL

SCHOOL	ANIMAL BIOSCIENCES		
DEPARTMENT	ANIMAL SCIENCE		
DEPARTMENT PROVIDING THE COURSE	AGRICULTURAL ECONOMICS AND RURAL DEVELOPMENT		
STUDY LEVEL	*Undergraduate – Elective Course*		
COURSE CODE	**208**	**SEMESTER**	6th
COURSE TITLE	ELECTRONIC COMMERCE		

INDEPENDENT TEACHING ACTIVITIES	**WEEKLY TEACHING HOURS**	**ECTS**
Theory: Lectures	2	2
Laboratory: Use of Software Tools	2	2
Total	**4**	**4**

COURSE TYPE	Scientific Area (M4.017)
PREREQUISITES	
LANGUAGE	Greek
IS THE COURSE OFFERED forERASMUS STUDENTS?	No
COURSE WEB PAGE	https://oeclass.aua.gr/eclass/courses/AOA240/

2. LEARNING OUTCOMES

Learning Outcomes

Upon completing this course the student will be able to:

- understand the theoretical and technological background of electronic commerce (e-commerce),
- identify and evaluate e-commerce business models (B2B, B2C, C2C),
- understand e-commerce innovations and digital market characteristics,
- understand the types of digital marketing,
- perceive and assess business opportunities and risks in the digital business environment,
- implement e-commerce websites in a real context,
- implement an electronic business (online store) through the use of free software,
- develop e-commerce solutions in livestock and fisheries production taking into account its particularities and needs, and
- provide consulting services to livestock and fisheries production entrepreneurs for activating in digital business environment.

General Competenses

- Search, analysis and synthesis of data and information with the use of necessary technologies.
- Individual work.
- Team work.
- Work in a multidisciplinary environment.
- Generation of new research ideas.
- Advancement of free, creative and deductive thinking.

3. COURSE CONTENT

Theory

1. Introduction to digital transformation and e-commerce.
2. Fundamental concepts of e-commerce.
3. Evolution of e-commerce.

4. Types of e-commerce.
5. Technological background of e-commerce.
6. E-commerce business models.
7. Elements of an electronic business plan.
8. Case studies of e-markets in the agricultural sector.
9. Business presence in e-commerce.
10. Digital marketing.
11. Website implementation.

Laboratory

1. Using Web tools and free software for developing e-commerce applications.
2. Blog, website and online store design and implementation.

4. TEACHING and LEARNING METHODS - Evaluation

TEACHING METHOD	In Classroom (theory) and in Laboratory (laboratory exercises) or distance learning for theory and laboratory exercises (if required)
USE OF INFORMATICS and COMMUNICATION TECHNOLOGIES	• Exploitation of Information and Communication Technologies in teaching, laboratory training and the communication with students. • Use of specialized free software. • Use of the electronic services of the integrated course management platform eClass (e.g. posting of educational material, exercises, tasks, useful links, announcements, chat, Wiki system). • Communication with students via the eClass platform and e-mail. • Use of the eClass online services for distance learning if required, with additional use of the teleconferencing tool Big Blue Button (eClass platform) or MS Teams or Webex.
TEACHING ORGANISATION	
STUDENTS EVALUATION	**I. Theory** Final written examination of graded difficulty in theory, including multiple choice questions and short answer questions. Rating Scale: 0-10 Minimum Grade: 5 **II. Laboratory** Assignment in which each group or student will be asked to (a) propose a business idea, (b) develop an electronic business plan for this business idea, (c) implement a website and an e-shop using free software and embedding social networking tools, (d) give an oral presentation and (e) deliver a written summary. Rating Scale: 0-10 Minimum Grade: 5

Activity	*Work Load*
Lectures	26 h
Laboratory exercises	26 h
Group and/ or individual projects	26 h
Autonomous study	22 h
Total contact hours and training	***100 h (4 ECTS)***

	The assessment criteria are explicitly defined and students can have access to their written examination and software records.

5. BIBILIOGRAPHY

-Proposed Literature:

- Laudon K., Traver C., «Electronic Commerce: business, technology, society», Papasotiriou Editions,16th Edition/2021.
- King D., Turban D., Turban E., Lee J., Liang T.-P., «Electronic Commerce: A managerial and social networks perspective", Broken Hill Publications, 2020.
- Chaffey D., "Digital Businesses and E-Commerce: Strategy and Implementation", Kleidarithmos Publications, 7th English Edition / 2022.
- Costopoulou C., "Electronic Commerce", AUA University Notes, AUA Openeclass
- Georgiadis C., "Web technologies and e-commerce". [e-book] Athens: Hellenic Academic Libraries Link. (2015). Available at: http://hdl.handle.net/11419/2288

-Related scientific journals:

- Electronic Markets: The International Journal on Networked Business, Springer
- International Journal of Electronic Commerce, M.E. Share Inc.
- Electronic Commerce Research
- Journal of Electronic Commerce Research
- Communications of the ACM
- Journal of Organization Computing and EC
- International Journal of Electronic Business