

ELECTRONIC COMMERCE AND SERVICES

1. GENERAL

SCHOOL	APPLIED ECONOMICS AND SOCIAL SCIENCES		
DEPARTMENT	AGRICULTURAL ECONOMICS AND RURAL DEVELOPMENT		
STUDY LEVEL	<i>Undergraduate - Obligatory</i>		
COURSE CODE	3717	SEMESTER	6 th
COURSE TITLE	ELECTRONIC COMMERCE AND SERVICES		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	ECTS
Theory: Lectures		2	2
Laboratory: Use of Software Tools		3	3
Total		5	5
COURSE TYPE	Scientific Area (M4.017)		
PREREQUISITES			
LANGUAGE	Greek		
IS THE COURSE OFFERED for ERASMUS STUDENTS?	No		
COURSE WEB PAGE	https://oeclass.aua.gr/eclass/courses/AOA240/		

2. LEARNING OUTCOMES

Learning Outcomes
<p>Upon completing this course the student will be able to:</p> <ul style="list-style-type: none"> - understand the theoretical and technological background of electronic commerce (e-commerce), - identify and evaluate e-commerce business models, - 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, - design and develop innovative e-commerce services using new digital technologies and social networks, - 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 the agricultural sector taking into account its particularities and needs, and - provide consulting services to agripreneurs for activating in digital business environment.
General Competenses
<ul style="list-style-type: none"> - 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
<ol style="list-style-type: none"> 1. Introduction to 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	<ul style="list-style-type: none"> • 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	<i>Activity</i>	<i>Work Load</i>
	Lectures	26 h
	Laboratory exercises	39 h
	Group and/ or individual projects	13 h
	Autonomous study	47 h
	Total contact hours and training	125 h (5 ECTS)
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, possibly in a real context, (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	

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

-Proposed Literature:

- Laudon K., Traver C., «Electronic Commerce: business, technology, society», Papatotiriou 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