

## ELECTRONIC COMMERCE AND SERVICES

### 1. GENERAL

<b>SCHOOL</b>	APPLIED ECONOMICS AND SOCIAL SCIENCES		
<b>DEPARTMENT</b>	AGRICULTURAL ECONOMICS AND RURAL DEVELOPMENT		
<b>STUDY LEVEL</b>	<i>Undergraduate - Obligatory</i>		
<b>COURSE CODE</b>	<b>3717</b>	<b>SEMESTER</b>	6 <sup>th</sup>
<b>COURSE TITLE</b>	ELECTRONIC COMMERCE AND SERVICES		
<b>INDEPENDENT TEACHING ACTIVITIES</b>		<b>WEEKLY TEACHING HOURS</b>	<b>ECTS</b>
<b>Theory:</b> Lectures		2	2
<b>Laboratory:</b> Use of Software Tools		3	3
<b>Total</b>		<b>5</b>	<b>5</b>
<b>COURSE TYPE</b>	Scientific Area (M4.017)		
<b>PREREQUISITES</b>			
<b>LANGUAGE</b>	Greek		
<b>IS THE COURSE OFFERED for ERASMUS STUDENTS?</b>	No		
<b>COURSE WEB PAGE</b>	<a href="https://oeclass.aua.gr/eclass/courses/AQA240/">https://oeclass.aua.gr/eclass/courses/AQA240/</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>Upon completing this course the student will be able to:</p> <ul style="list-style-type: none"> <li>- understand the theoretical and technological background of electronic commerce (e-commerce),</li> <li>- identify and evaluate e-commerce business models,</li> <li>- understand e-commerce innovations and digital market characteristics,</li> <li>- understand the types of digital marketing,</li> <li>- perceive and assess business opportunities and risks in the digital business environment,</li> <li>- design and develop innovative e-commerce services using new digital technologies and social networks,</li> <li>- implement e-commerce websites in a real context,</li> <li>- implement an electronic business (online store) through the use of free software,</li> <li>- develop e-commerce solutions in the agricultural sector taking into account its particularities and needs, and</li> <li>- provide consulting services to agripreneurs for activating in digital business environment.</li> </ul>
<b>General Competenses</b>
<ul style="list-style-type: none"> <li>- Search, analysis and synthesis of data and information with the use of necessary technologies.</li> <li>- Individual work.</li> <li>- Team work.</li> <li>- Work in a multidisciplinary environment.</li> <li>- Generation of new research ideas.</li> <li>- Advancement of free, creative and deductive thinking.</li> </ul>

### 3. COURSE CONTENT

<b>Theory</b>
<ol style="list-style-type: none"> <li>1. Introduction to e-commerce.</li> <li>2. Fundamental concepts of e-commerce.</li> <li>3. Evolution of e-commerce.</li> <li>4. Types of e-commerce.</li> <li>5. Technological background of e-commerce.</li> </ol>

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

<b>TEACHING METHOD</b>	In Classroom (theory) and in Laboratory (laboratory exercises) or distance learning for theory and laboratory exercises (if required)	
<b>USE OF INFORMATICS and COMMUNICATION TECHNOLOGIES</b>	<ul style="list-style-type: none"> <li>• Exploitation of Information and Communication Technologies in teaching, laboratory training and the communication with students.</li> <li>• Use of specialized free software.</li> <li>• 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).</li> <li>• Communication with students via the eClass platform and e-mail.</li> <li>• 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.</li> </ul>	
<b>TEACHING ORGANISATION</b>	<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
	<b>Total contact hours and training</b>	<b>125 h (5 ECTS)</b>
<b>STUDENTS EVALUATION</b>	<p><b>I. Theory</b> Final written examination of graded difficulty in theory, including multiple choice questions and short answer questions. Rating Scale: 0-10 Minimum Grade: 5</p> <p><b>II. Laboratory</b> 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</p>	

	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», Papasotiriou Editions, 16<sup>th</sup> 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, 7<sup>th</sup> 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