

Course unit title:	Building E-Business
Course unit code:	INS607
Type of course unit: (Compulsory/optional)	Optional
Level of course unit: (First, second or third cycle)	Master (2 nd Cycle)
Year of study:	1 or 2
Semester when the unit is delivered:	2 or 3
Number of ECTS credits allocated:	8
Name of lecturer(s):	TBA
Learning outcomes of the course unit:	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Identify and assess the key features of successful and unsuccessful e-businesses. • Evaluate the key technologies and technology trends, including CRM, SCM and ERP, that are necessary for integrating and operating an e-business system. • Apply the appropriate tools and techniques to design and develop an e-business system. • Apply Web marketing techniques in e-business. 	
Mode of delivery:	Face- to- face
Prerequisites and co-requisites:	INS606
Recommended optional program components:	None
<p>Course Contents:</p> <p>Objective: To explore the technology and management issues pertaining to the area of e-Business. To provide detailed examination of the key components for the successful development and sustainable operation of e-Businesses. To be able to develop a successful e-business system. This is related to general objective 7 and to specific objectives 1 to 6 and 8 to 10.</p> <p>Description: The course is divided into two parts; a theoretical and a practical one. Theoretical: Understanding of e-commerce technology and managerial issues; trends in e-commerce;</p>	

<p>web marketing; business models; examining e-CRM, e-SCM and ERP; electronic payment systems and e-commerce security.</p> <p>Practical:</p> <p>Designing, developing and implementing an e-business system based on the knowledge learned and applying Web marketing techniques for the successful promotion of the e-business.</p>							
<p>Recommended or required reading:</p>	<p>Spaanjaars, I. (2010). Beginning ASP.NET 4 in C# and VB. Wrox. Welling, L., & Thomson, L. (2008). PHP and MySQL Web Development, 4th Edition. Addison-Wesley Professional.</p> <p>Nixon, R. (2010). Plug-in PHP: 100 Power Solutions. McGraw-Hill.</p> <p>Matthews, M. (2010). Dynamic Web Programming. McGraw-Hill.</p> <p>Deitel, H.M., & Goldberg, A. (2007). Internet and World Wide Web: How to Program, 4th Edition. Prentice Hall.</p> <p>Jelassi, T., & Enders, A. (2008). Strategies for e-Business: Concepts and Cases, 2nd Edition. Prentice Hall.</p> <p>Turban, E., King, D., Viehland, D., & Lee, J. (2006). Electronic Commerce: A Managerial Perspective. Pearson Education.</p> <p>Papazoglou, P. M., & Ribbers, P. (2006). e-Business: Organizational and Technical Foundations. Wiley.</p> <p>Amor, D. (2002). The E-Business (R)evolution: Living and Working in an Interconnected World, 2nd Edition. Prentice Hall.</p>						
<p>Planned learning activities and teaching methods:</p>	<table border="1"> <tr> <td>Class Instruction</td> <td>42 Hours</td> </tr> <tr> <td>Consultation</td> <td>30 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation	30 Hours		
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Consultation	30 Hours						
<p>Assessment methods and criteria:</p>	<table border="1"> <tr> <td>Final Exam</td> <td>30%</td> </tr> <tr> <td>Project</td> <td>70%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Final Exam	30%	Project	70%		100%
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Project	70%						
	100%						

Language of instruction:	English
Work placement(s):	No
Place of Teaching:	Regular Classroom European University Cyprus, Nicosia Computer Laboratory European University Cyprus, Nicosia