



UNIVERSITY "ISA BOLETINI" IN MITROVICA FACULTY OF ECONOMICS

Course Outline Model (Syllabus)		
Faculty:	Economics	
Name of study program:	Business and Management	
Specialization:	Management and Entrepreneurship & Banking, Finance and Accounting	
Level:	Bachelor	
The code of subject:		
Subject:	Electronic business	
Subject Status:	Obligatory	
Semester:	III	
Total hours:	2+2	
ECTS:	4	
Schedule / Hall		
Academic year:	II	
Professor:	Prof.Ass.Dr. Ylber Januzaj	
Assistants:	Msc. Besart Hajrizi, PhD Candidate	
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CONTENT OF SUBJECT	<p><i>Electronic Business is a new subject at the Faculty of Economics and is an elective course in the following areas: Management and Informatics; Bank and Finance Direction; Marketing Direction. In the classroom hours students are offered theoretical knowledge in the area of application of information and communication technology in the economy, with particular emphasis on contemporary business. During the lectures students are introduced to the way of developing e-business in the conditions of the new economy and to familiarize them with some contemporary business development models today, such as B2B, B2C, C2C, C2B models. It is also important for students to become familiar with the concept of e-commerce, e-marketing, e-banking, e-government etc. In the classes of the exercises will be supplemented the knowledge taught in the lecture hours and will work with students about the concretization of topics developed in the lectures. Exercises will also be enriched with student group work on their projects and Internet search on certain topics of interest in this field.</i></p>
AIMS OF SUBJECT	<p><i>E-business is for economics students to gain knowledge of the field of e-business and current world trends in terms of business development in computer networks. We also aim for students to acquire the knowledge and skills needed to use the Internet for business development purposes under the conditions of the new economy and to use their knowledge in different situations.</i></p>

EXPECTED LEARNING OUTCOMES	<i>Students will understand how important is the use of IT technology and Internet technology in business, will be convinced that the use of ICT for business development is imperative, they can make comparisons between traditional forms of business business organization and new business forms and models influenced by the use of this technology. The aim will also be to promote individual and group research so that students can use the Internet as a tool for learning and business development.</i>	
PROGRAM	Weeks	Topic and Readings
	Week - I	Information Lectures and organization of work related to teaching. Students are organized into groups, and they are asked to give their opinion on the best practices about teaching practice (good experiences from teaching in the previous year). Make decisions about the duration of breaks between hours and working rules during class hours.
	Week - II	Printed information on the subject's teaching is disseminated: e-business and the subject program. Students are briefed about literature and provide a brief introduction to the subject.
	Week - III	Information society and new economy. The difference between the new economy and the old economy. The logic of transforming business from old-style economy into the new economy.
	Week - IV	Theoretical aspects related to e-business. Electronic Business Technology. Internet Circumference. Phases of Internet Impact on Electronic Business Development.
	Week - V	Electronic Business Infrastructure. Advantages and risks of electronic business. Key applications for e-business development (WWW, e-mail, voicemail, teleconferencing, data conferencing and videoconferencing).
	Week - VI	Midterm 1.
	Week - VII	Electronic Data Exchange (EDI). EDI technology. EDIFACT standards.
	Week - VIII	Electronic Commerce (e-commerce). Electronic commerce models (B2B, B2C, C2C, C2B etc.). Electronic markets (e-marketplaces) and their types.
	Week - IX	Electronic goods models. Examples of electronic commerce: Amazon.com, eBay.com, American Online etc.
	Week - X	Electronic Marketing (E-marketing). Marketing functions and information technology.
	Week - XI	Electronic banking (e-banking). ATM ATM. POS points of sale.
	Week - XII	Electronic money. Electronic cards. Electronic bills. Electronic newsletters. Electronic reservations.
	Week - XIII	E-government. Governance forms Central and local electronic government. Prerequisites for securing electronic governance. 4 Governance Forms: G2G, G2B, G2C, C2G etc.
	Week - XIV	Problems of electronic business security. Forms of Risks. Firewall and Encryption.
	Week - XV	Midterm 2.

LITERATURE	<p>Basic literature:</p> <ul style="list-style-type: none"> • <i>Dr. Edmond Beqiri; Biznesi elektronik, Pejë, 2016</i> • <i>Dr. Mihane Berisha-Namani: Biznesi elektronik, Prishtinë, 2021</i> <p>Supplementary literature:</p> <ul style="list-style-type: none"> ▪ <i>James Park, Laurence Yark & Changhoon Lee: Future Information Technology, Greece, 2012.</i> ▪ <i>Patrick Mckeown: Information Technology and the Networked Economy, Zurich, 2019.</i> 																																																								
TEACHING METHODOLOGY	<p><i>50% of the course will take place in the form of classical lectures and 50% practical implementation with student participation in debates and discussions during the exercises as well as works and presentations of individual research.</i></p>																																																								
STUDENT LOAD ON THE SUBJECT	<table border="1"> <thead> <tr> <th>Activity</th> <th>Hours</th> <th>Days/weeks</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>2</td> <td>15</td> <td>30</td> </tr> <tr> <td>Exercise sessions (with TA)</td> <td>2</td> <td>15</td> <td>30</td> </tr> <tr> <td>Practical work</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Office hours</td> <td>0.4</td> <td>15</td> <td>6</td> </tr> <tr> <td>Fieldwork</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Midterms</td> <td>1</td> <td>15</td> <td>15</td> </tr> <tr> <td>Homework</td> <td>2</td> <td>15</td> <td>30</td> </tr> <tr> <td>Self-study</td> <td>2</td> <td>15</td> <td>30</td> </tr> <tr> <td>Final exam preparation</td> <td>6</td> <td>1</td> <td>6</td> </tr> <tr> <td>Time spent in exams</td> <td>1</td> <td>1</td> <td>1</td> </tr> <tr> <td>Projects, presentations, etc</td> <td>1</td> <td>1</td> <td>1</td> </tr> <tr> <td>Seminars</td> <td>1</td> <td>1</td> <td>1</td> </tr> <tr> <td>Total</td> <td></td> <td></td> <td>150/25=6 ECTS</td> </tr> </tbody> </table>	Activity	Hours	Days/weeks	Total	Lectures	2	15	30	Exercise sessions (with TA)	2	15	30	Practical work				Office hours	0.4	15	6	Fieldwork				Midterms	1	15	15	Homework	2	15	30	Self-study	2	15	30	Final exam preparation	6	1	6	Time spent in exams	1	1	1	Projects, presentations, etc	1	1	1	Seminars	1	1	1	Total			150/25=6 ECTS
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EVALUATION	<ul style="list-style-type: none"> • <i>Student participation in lectures: 5%</i> • <i>Individual works: 15%</i> • <i>Case studies: 10% (discussions and participation in debates on case studies)</i> • <i>Midterm 1: 35%</i> • <i>Midterm 2: 35%</i> 																																																								

ACADEMIC POLICIES	Academic policies and rules of conduct are in accordance of the statute of UIBM and regulations of Faculty of Economics.
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Mitrovica

18/12/2021

Subject teaching professor:

Prof. Ass. Dr. Ylber Januzaj

(Name Surname)

(Signature)