

Electronic Commerce [208]

COURSE OUTLINE

(1) GENERAL

SCHOOL	ANIMAL BIOSCIENCES		
ACADEMIC UNIT	DEPARTMENT OF ANIMAL SCIENCE		
LEVEL OF STUDIES	Undergraduate [Major Elective]		
COURSE CODE	208	SEMESTER	6 th
COURSE TITLE	ELECTRONIC COMMERCE		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS (ECTS)
Theory: Lectures		2	2
Laboratory: Use of Software Tools		2	2
Total		4	4
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific Area		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS:	-		
COURSE WEBSITE (URL):	https://oeclass.aua.gr/eclass/courses/AOA240/		

(2) LEARNING OUTCOMES

Learning outcomes	
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described. Consult Appendix A - Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area - Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B - Guidelines for writing 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) using free software, - develop e-commerce solutions in livestock and fisheries production considering its particularities and needs, and - provide consulting services to livestock and fisheries production entrepreneurs for activating in digital business environment.	
General Competences	
Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?	
Search for, analysis and synthesis of data and information, with the use of the necessary technology Adapting to new situations Decision-making Working independently Team work Working in an international environment Working in an interdisciplinary environment Production of new research ideas	Project planning and management Respect for difference and multiculturalism Respect for the natural environment Showing social, professional and ethical responsibility and sensitivity to gender issues Criticism and self-criticism Production of free, creative and inductive thinking Others...

- 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) SYLLABUS

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 <i>Face-to-face, Distance learning, etc.</i>	In Classroom (theory) and in Laboratory (laboratory exercises) or distance learning for theory and laboratory exercises (if required)	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	• 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 METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Lectures	26
	Laboratory exercises	26
	Group and/ or individual projects	26
	Autonomous study	22
	Course total (25 h of workload per ECTS)	100
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i>	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	

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

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

(5) ATTACHED BIBLIOGRAPHY

- 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, 7 th 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