


<b>UNIVERSITY OF CRAIOVA</b> 		<b>FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION</b>
	<b>SYLLABUS</b>	

DEPARTMENT:Economic Theory

Dean,  
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Head of Department ,  
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Instructor,  
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SYLLABUS

International E-Economy and E-Business

Master Acronim	Year and Semester of Study	Number of lecture hours /week	Number of debate hours /week	Number of credits
IEBA201	Anul I, sem. II	1	2	6

- Compulsory discipline in the study plan in the first year, first semester
☐
- Compulsory discipline in the study plan in the first year, second semester
☐
- Compulsory discipline in the study plan in the second year, first semester, elective package I
☐
- Compulsory discipline in the study plan in the second year, first semester, elective package II
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I. Course Objectives

We are in an age of information explosion. The World Wide Web is a huge, dynamic, repository of a plethora of information. This course intends to explore the technological and organizational strategies key to developing and managing electronic business applications in a global environment. It introduces key Internet technologies, and the primary technologies and management strategies applied to integrate information and applications across differing information systems. Other topics include changes in business processes and information flows between trading partners and customers, national and international security and privacy issues, and differences in management strategies for new and established organizations. The course topics also cover case studies involving actual firms with significant electronic activity. Course-wide emphasizes on how differences in culture, organizational and technological infrastructure, economics and government affect development of global networks, in technological, organizational, economic and legal contexts.

II. Course Main Topics

No.	Chapter	Lecture (hours)	Seminary (hours)
1	Electronic Business	1	2
2	Components of E-commerce Business Models	1	2
3	Tiered Distributed Architectures	1	2
4	E-commerce Models	1	2
5	Online Monetary Transactions	1	2

No.	Chapter	Lecture (hours)	Seminary (hours)
6	Managing E-Business	1	2
7	Security in eBusiness	1	2
8	Building an E-Commerce Web Site	1	2
9	E-Marketing Concepts	1	2
10	Retailing on the Web	1	2
11	Supply Chain Management and Collaborative E-Commerce	1	2
12	Auctions, Portals and Communities	1	2
13	Online Services	1	2
14	Legal, Ethical, Political and Social Issues in E-Businesses	1	2

### III. Credit and Grading

Type of evaluation	Percent in the final grade (%)
Checkpoints in practicals and quizzies	20%
Assignments	40%
Final examination	40%

### IV. Bibliography

1. Ceri, S. et al *Designing Data-Intensive Web Applications*, Morgan Kaufmann, 2002
2. Ince, D. *Developing Distributed and E-Commerce Applications*, Addison-Wesley Publ., 2005
3. Coulouris, G., Dollimore, J., Kindberg, T. *Distributed Systems. Concepts and Design (3rd ed.)*, Pearson Education, 2001
4. Buraga, S. *Proiectarea siturilor Web*, Ed. Polirom, 2002
5. Buraga, S. *Tehnologii Web*, Ed. MatrixRom, 2001
6. Han, J., Kamber, M. *Data Mining. Concepts and Techniques*, Morgan Kaufmann Publ., 2006
7. Laudon, K.C., Guercio Traver, C.. *E-Commerce. Business. Technology. Society*, Addison-Wesley Publ., 2004

### Course Outline

#### Chap. 1. Electronic Economy and Electronic Business

1.1. Definitions and state of the art in e-economy and e-business

- 1.2. Limitations and benefits
- 1.3. Technologies
- 1.4. Classifications of e-businesses

## **Chap. 2. Components of E-commerce Business Models**

- 2.1. Value Proposition
- 2.2. Revenue Model
- 2.3. Market Opportunity
- 2.4. Competitive Environment and Competitive Advantage
- 2.5. Market Strategy
- 2.6. Organizational Development and Management Team

## **Chap.3. Tiered Distributed Architectures**

- 3.1. Tiers and Components
- 3.2. Servers, Clients and Browsers
- 3.3. Presentation Logic, Business Logic and Data Logic

## **Chap. 4. E-commerce Models**

- 4.1. Brokerage Model
- 4.2. Advertising Model
- 4.3. Infomediary Model
- 4.4. Merchant Model
- 4.5. Affiliate Model
- 4.6. Community Model
- 4.7. Subscription Model
- 4.8. Utility Model

## **Chap. 5. Online Monetary Transactions**

- 5.1. Credit Card Schemes
- 5.2. Digital Cash
- 5.3. Micropayments
- 5.4. eWallets
- 5.5. Peer-to-Peer Payments
- 5.6. EDI and EFT

## **Chap. 6. Managing E-Business**

- 6.1. E-business Strategy
- 6.2. Strategic Analysis and Resource & Process Analysis
- 6.3. Competitive Environment
- 6.4. Strategic Objectives and Strategy Definition
- 6.5. Strategy Implementation
- 6.6. Managing Infrastructure and Technology Infrastructure

## **Chap. 7. Security in eBusiness**

- 7.1. Need for Control
- 7.2. Threats and Control Strategies
- 7.3. Types of Control and Control Techniques
- 7.4. Viruses, Worms and Hackers
- 7.5. Authentication, Authorisation, Integrity & non-Repudiation, Confidentiality
- 7.6. Common Web Scenarios and Tools for Site Security

## **Chap. 8. Building an E-Commerce Web Site**

- 8.1. System Development Life Cycle
- 8.2. Server Software
- 8.3. Hardware Platforms for E-Commerce Sites
- 8.4. E-Commerce Site Tools

## **Chap. 9. E-Marketing Concepts**

- 9.1. Internet Audience and Consumer Behaviour
- 9.2. Branding
- 9.3. Segmentation, Targeting and Positioning on e-markets
- 9.4. Data Warehouses

9.5. Data Mining

9.6. B2C & B2B E-Marketing Strategies

**Chap. 10. Retailing on the Web**

10.1. Online Retailing

10.2. Virtual Merchants

10.3. Clicks and Bricks

10.4. Catalogue Merchants

10.5. Manufacturer-Direct

**Chap.11. Supply Chain Management and Collaborative E-Commerce**

11.1. B2B E-Commerce

11.2. Procurement & Supply Chain

11.3. Collaborative Commerce

11.4. Net Marketplaces

11.5. E-Distributors and E-Procurement

11.6. Industry Consortia

**Chap. 12. Auctions, Portals and Communities**

12.1. Benefits, Risks & Types of Auctions

12.2. Evolution & Types of Portals

12.3. Portal Business Models

12.4. Types, Features & Technologies for Online Communities

**Chap. 13. Online Services**

13.1. Personalization & Customization

13.2. Online Financial Services

13.3. Online Travel Services

13.4. Career Services

**Chap. 14. Legal, Ethical, Political and Social Issues in E-Commerce**

14.1. Responsibility and Accountability

14.2. Liability

14.3. Privacy & Information Rights

14.4. Intellectual Property Rights

14.5. Governance and Public Safety