



1.	Course title	E-business
2.	Course code	ИТ-И-04
3.	Semester	9
4.	Unit offering the course	Faculty of Computer Science and Engineering
5.	ECTS	6
6.	Goals of the study programme	
	Upon completion of the course, the student is expected to understand e-business models. Understand the benefits of e-business companies. To know how to create business plans for e-commerce. Apply e-business technologies.	
7.	Contents of the study programme	
	Models and concepts for e-Business. Advancec in e-Commerce. Mobile Commerce, Application of Artificial Intelligence in e-Business, Online Payment Systems. Online sales and services. Online content and media. Social networks, auctions, and portals. Collaborative commerce. Ethical, social, and political aspects of E-business. Business Plan: Feasibility Analysis. Industry analysis. Market analysis. Marketing plan. Management team. Operational plan. Financial projections. Presentation of the business plan.	