

MODULE OUTLINE

1. GENERAL INFORMATION

SCHOOL	SOCIAL SCIENCES		
PROGRAMME	DEO		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE UNIT CODE	DEO45	YEAR OF STUDY	3 ^o
MODULE TITLE	E-BUSINESS AND NEW TECHNOLOGIES FOR ENTREPRENEURSHIP		
INDEPENDENT TEACHING ACTIVITIES <i>in case in which credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		HOURS	ECTS
Weekly hours of load		18	20
Annual hours of load		540	
MODULE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	Special background, Elective		
PREREQUISITE MODULES:	-----		
LANGUAGE OF INSTRUCTION and EXAMINATION/ASSESSMENT:	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE (URL)	https://www.eap.gr/en/undergraduate/business-administration/business-organizational-management-topics/#deo45 Each module has, also, its own site on the education website of HOU (http://study.eap.gr), with restricted access (use of password) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:</i> APPENDIX A • Description of the level of learning outcomes for each qualifications' cycle, according to the European Higher Education Area's Qualification Framework. • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and APPENDIX B • Guidelines for writing Learning Outcomes
Upon successful completion of the module, students will have acquired knowledge and skills related to the subjects, as follows: Upon the successful completion of the subject: ' Operating framework for e-business ' of the module DEO45, students will be able to: 1. Define the concept of e-Business and describe its various categories. 2. Understand the basic types of transactions their business motives. 3. Discuss the benefits of e-Business to individuals, organisations and society. 4. Understand basic concepts of digital transformation. 5. Describe the most prominent e-business models

6. List and analyze e-business limitations.
7. Define electronic marketplaces and their building blocks.
8. Identify the main types of online shopping and describe their characteristics.
9. Describe online exchanges and negotiations.
10. Describe virtual communities and social networks as e-business mechanisms.
11. Sort and describe the main business models of e-retailing.
12. Describe how competition in retail is shaping up with the rapid growth of e-retailing at a global level and how this affects small and medium-sized enterprises.

Upon the successful completion of the subject: '**e-Commerce**' of the module DEO45, students will be able to,

1. Describe e-commerce environment and traditional and emerging B2B models.
2. Describe the characteristics of electronic procurement.
3. Explain how reverse auctions work in B2B transactions.
4. Describe how B2B-type transactions can benefit from social networking and Web 2.0)
5. Describe e-Government activities and implementation.
6. Describe e-Learning, virtual universities and e-education.
7. Understand the value-added characteristics of mobile commerce as well as its benefits and fundamental motivations.
8. Describe the mobile computing infrastructure that supports mobile commerce (devices, software and services).
9. Understand the technologies and applications of mobile commerce based on location.
10. Define social commerce and describe its history, its basic elements and its development.
11. Describe the scope, motivations, content and benefits of social commerce.
12. Describe the main social commerce business models.
13. Describe the objectives and characteristics of digital advertising.
14. Describe various online marketing, advertising and promotion models and techniques.
15. Describe the basic principles of cross-border e-commerce and the issues raised in relation to electronic payments.
16. Describe the main changes in retail and their impact on electronic payments.
17. Understand online payment methods offered by third trusted parties.
18. Describe the ways in which small and medium-sized enterprises can benefit from E-commerce.

Upon the successful completion of the subject: '**New Technologies and Management Information Systems**' of the module DEO45, students will be able to,

1. Understand how Management Information Systems (MIS) are transforming entrepreneurship and what is their relationship with globalization,
2. Identify human, organizational and technological aspects of MIS,
3. Recognize the skills and MIS knowledge that are currently necessary for company executives
4. Understand what is the role of business process management in enhancing competitiveness and how it is supported by information systems
5. Identify ethical, social and political issues raised by MIS.
6. Identify and understand IT infrastructure and its components
7. Understand database technology and operations and how it improves business performance and decision-making
8. Understand how Internet technologies work and how they support e-business and what are the key technologies and standards of wireless networking, communication and Internet access
9. Understand why IT systems are vulnerable to disaster, errors and misuse and what are the most important tools and technologies to protect IT resources
10. Describe how supply chain management systems contribute to coordinating planning, production and logistics with suppliers
11. Describe how customer management support companies in entering into close relationships with their customers and fully understand their needs
12. Understand what the different types of decisions are, how the decision-making process works, and how business intelligence and business analytics support decision-making

13. Understand how team members can make decisions more effectively with the help of IT systems
 14. Recognize the business benefits of using intelligent techniques in decision making and knowledge management

General Competencies

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aims

Search for, analysis and synthesis of data and information, by the use of technologies that are necessary according the case

Adapting to new situations

Decision-making

Independent work

Team work

Working in an international environment

Working in an interdisciplinary environment

Introduction of innovative research

Search for, analysis and synthesis of data and information, by the use of technologies that are necessary according the case

Adapting to new situations

Decision-making

Independent work

Team work

Working in an international environment

Working in an interdisciplinary environment

Introduction of innovative research

- Search for, analysis and synthesis of data and information, by the use of technologies that are necessary according the case
- Adapting to new situations
- Decision making
- Independent work
- Promoting free, creative and inductive thinking

3. MODULE CONTENT

The main objective of DEO45, entitled "E-Business and New Technologies for Entrepreneurship" is to introduce students in the basic principles of two closely related and intertwined subject areas, i.e. E-Business and Management Information Systems. Specifically, DEO45 studies the subjects of e-business, e-commerce (incl. social commerce) and management information systems, which support businesses in their digital transformation projects. In the first two subjects, emphasis is put to the description and study of different e-business models, the necessary IT infrastructure for their successful roll-out, the applications of different types of E-commerce in practice, as well as the legal and security issues arising from these applications. In the last subject, the scientific area of Management Information Systems is studied thoroughly, providing all the necessary knowledge for understanding the different types of management information systems, their role in the contemporary organization, the technology infrastructure requirements for their successful implementation, and the major issues arising from a management perspective.

4. TEACHING METHODS - ASSESSMENT

TEACHING MODE <i>Face-to-face, in-class lecturing, on distance teaching and distance learning etc.</i>	Distance education, assisted by conducting five Group Counseling Meetings (GCM) during the academic year, which take place on weekends (Saturday or Sunday). Each GCM lasts four hours and can be either face to face in classrooms of Greek University Institutions or delivered online.
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in Teaching, Laboratory Education, Communication with students</i>	GCMs are conducted by means of: • In online classes: remote meeting tools (teleconferencing platforms) • In face-to-face classes: modern audiovisual media The learning process is supported by the online study platform. For the assignments, the students have access to writing and editing software. All submitted assignments are checked for plagiarism in the Turnitin plagiarism detection service.

	In addition, students use office automation tools, web browsers and e-readers for digital books. Communication with students is carried out either via the study platform, email, telephone or through the tools of remote meetings or during the face to face GCMs.	
COURSE DESIGN <i>Description of teaching techniques, practices and methods:</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, clinical practice, Art Workshop, Interactive teaching, Educational visits, project, Essay writing, Artistic creativity, etc.</i> <i>The study hours for each learning activity as well as the hours of non- directed study are given according to the principles of the ECTS</i>	Activity	Yearly Workload
	5 GCM (x 4 hours)	20
	Study of student self-assessment material	16
	Assignments (4 tasks x 14 hours)	56
	Exams	3
	Self study	445
	Total module workload (hours)	540
STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures:</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice questionnaires, short- answer questions, open-ended questions, problem solving, written work, Essay/report, oral exam, public presentation, laboratory work, art interpretation, other.....etc</i> <i>Evaluation criteria are specifically defined and given as well as if and where they are reported and accessible to students.</i>	Language of exams: Greek Assessment Methods: The exam material is posted at study at the end of January. The final grade of the module is formed by 70% from the grade of the written exams in the examination period (regular or re-sits) 30% (provided a pass in written exams) from the four assignments during the academic year. Written examination includes three development topics (usually with two or three sub-questions each). The remote examination includes a limited number (25 or 30) of multiple-choice questions of escalating difficulty. When face-to-face, the written examination is conducted with closed books. When online, the written examinations are conducted with open books. The evaluation of students with special learning difficulties in writing and reading (as certified and qualified by a competent institution) is performed according to the relevant procedure decided by the University. Past Exams and written assignments with their indicative answers are posted in the module's web site in study.eap.gr. The history of past exams and assignments spans a three year period. Notification of the Assessment Criteria: The evaluation criteria made known during the first GCM and are clearly stated on the module's website in the study platform. The answers to the topics of the assignments are posted in the study site after the deadline for the submission of each assignment. Students receive the grade of each assignment, a detailed assignment evaluation form and comments. The answers to the exam questions are posted in the study site after the exam. Students have the opportunity to discuss their exam paper after the announcement of the exam grades in order to receive explanations about their performance. The	

	students may apply for paper re-evaluation, according to the procedure presented in the Regulation of Studies.
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5. RECOMMENDED BIBLIOGRAPHY

- Suggested Bibliography:

- D. King, D.C. Turban, Ef. Turban, J. Outland, J. Lee, T.P. Liang, E-Commerce - Tool for the Administration and Exploitation of Social Networks, 1st ed. Broken Hill, 2020, Codein Eudoxus:94643838.
- K.C. Laudon, J.P. Laudon (2014), Management Information Systems - 11th America. ed., Athens: Klidarithmos, Codein Eudoxus: 41962586.

- Relevant scientific journals (optional):

- *Electronic Commerce Research and Applications, Elsevier Journal of Business Research, Elsevier*
- *Electronic Commerce Research, Springer*
- *MIS Quarterly, Carlson School of Management, University of Minnesota International Journal of Electronic Commerce, Taylor & Francis International Journal of Electronic Business, Inderscience*
- *Journal of Management Information Systems, M.E. Sharpe Decision Support Systems, Elsevier*

- Additional teaching material (in the study website):

- Study Guide for the Book: D. King, D.C. Turban, Ef. Turban, J. Outland, J. Lee, T.P. Liang, E-Commerce - Projects of Management and Exploitation of Social Networks, 1st ed. Broken Hill, 2020.
- Study Guide for the book: K.C. Laudon, J.P. Laudon (2014), Management Information Systems - 11th American edition, Athens: Klidarithmos.
- Alternative/supplementary digital material.