

Course title	E-Commerce
Course code	
Type of course	Optional
Level of course	MBA
Year of study	First(1 th)
Semester	Second (2 th)
ECTS credits	5
Name of lecturer(s)	Ioannis Stamatiou, Associate Professor, Despina Karayanni, Assistant Professor
Aim of the course	<p>The course involves two major sections.</p> <p>In the first section we examine the electronic marketing strategy, the e-buyer characteristics, the optimization and the evaluation of e-marketing performance. Specifically, we integrate the business marketing strategies with the e-business applications' potentials. In this scope, we focus on such marketing concepts and tools, as database marketing, customer segmentation and targeting, the customized product bundle, the on-line direct marketing, the e-payment systems, the customer retention and recalling through the WWW, the mobile phone and other Internet platforms and tools. The objectives are the optimization of business visibility, buyers' accessibility and e-business strategy performance.</p> <p>The next section discusses principles and basic techniques of information systems and electronic transactions security.</p>
Learning outcomes	<p>At the end of this course the student should be able to understand:</p> <ol style="list-style-type: none"> 1. The electronic marketing concepts, such as interactivity, personalization-customization and information density. 2. The e-business evaluation models, such as value proposition, revenue model, market opportunity. 3. The e-business strategy models, such as business-to-consumer, business-to-business, customer-to-customer, customer-to-business, auctions, reverse auctions, Customer Relationship Management (CRM) Systems, Search Engine Optimization (SEO), etc. 4. The optimization of the Web page design, focusing at differentiated marketing communication targets. 5. The e-payment systems. 6. The optimization of e-business performance.

	<ol style="list-style-type: none"> 7. The evaluation tools of e-business strategies. 8. Understanding of security issues of information systems and electronic transactions.
Competences	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Develop a marketing plan in various electronic contexts 2. Develop and manage a business webpage and presence 3. Develop and manage various social network and on-line communities 4. Use various e-business performance optimization and evaluation tools and models 5. Understanding of security issues of information systems and electronic transactions.
Prerequisites	2125 Introduction to Marketing, 2136. Industrial Marketing and Salesforce Management, 2208. Marketing Strategy.
Course contents	<ol style="list-style-type: none"> 1. E-commerce, basic concepts and tools 2. Major e-business models 3. Internet and WWW characteristics and potentials 4. Organizing the E-business presence 5. Management of social networks and electronic communities 6. Criteria and tools of the e-business performance optimization 7. Evaluation of e-business strategy 8. Introduction to cryptography and protection of personal data. 9. Basic principles of information and communication systems security.
Recommended reading	<ol style="list-style-type: none"> 1. Internet marketing and e-commerce, Ward Hanson & Kirithi Kalyanam, Ed. Thomson South Western, 2007. 2. E-commerce 2013, business, technology, society, K. Laudon, Carol Travel, Ed. Pearson, 2013
Teaching and learning methods	Lectures – Computer lab, Written Essay
Assessment and grading methods	The grade is calculated as the sum of the grade of the final written exam plus a bonus grade of 2 marks, maximum, from the homework given during the lab sessions and the written essay. The bonus marks are given only if the grade in the final written exam is at least 5. Minimum passing grade: 5.
Language of instruction	Greek.