

COURSE OUTLINE

(1) GENERAL

SCHOOL	Science and Technology		
ACADEMIC UNIT	Science and Technology		
PROGRAMME OF STUDIES	MSc in E-Business and Digital Marketing		
LEVEL OF STUDIES	Postgraduate		
COURSE CODE	EBC14	SEMESTER	2
COURSE TITLE	Digital Organisations: eCommerce and eGovernment		
COURSE TYPE <i>Elective, compulsory</i>	Compulsory		
INSTRUCTOR(S)	Assoc. Prof. Vassilios Peristeras		
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	
	4,2	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
TEACHING ACTIVITIES BREAKDOWN	WEEKLY HOURS		
Theory	2,3		
Lab	0,7		
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	General background		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)	https://elearn-ucips.ihu.gr/		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>On completing the course, the student will be able to:</p> <ul style="list-style-type: none"> • Develop competencies for the design and support of eCommerce and eGovernment systems

- Broaden their knowledge in the area of eCommerce, covering topics of business models, relevant technologies and the ongoing transformation.
- Broaden their knowledge in the area of eGovernment and specifically about challenges and opportunities linked to the design and use of eGovernment systems and applications.
- Understand the concept and the process of digital transformation which takes place in modern organisations both in the private and public sector.

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	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment
Production of new research ideas	Others...

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision Making
- Teamwork
- Production of free, creative, and inductive thinking

(3) SYLLABUS

The aim of the course is to broaden and expand students' knowledge for the digital transformation process almost all modern organizations have been engaged during the last decade.

It introduces students to concepts and techniques needed to design and operate modern eCommerce applications and eGovernment systems which are being introduced by governments to combat red tape, improve existing and design new services, and promote innovation.

- (1) Introduction to E-Commerce
- (2) E-Commerce types
- (3) E-Commerce History
- (4) Business Models in Electronic Commerce
- (5) Business Transformation and eCommerce
- (6) Basic Technologies in Electronic Commerce
- (7) Understanding eGovernment
- (8) eAdministration
- (9) Electronic Democracy/Electronic Participation
- (10) Co-design and co-creation
- (11) eServices: One and no-stop government, once-only principle
- (12) Interoperability and integrated public services
- (13) Presentation of group assignments

(14) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Hybrid: Face to face and synchronous distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<p>Use of ICT in Teaching</p> <p>During teaching, the material provided through the e-learning platform is utilized.</p> <p>The Kahoot online poll system is used to improve teacher-student interaction.</p> <p>Hybrid teaching method is carried out through modern lectures with the support of the Zoom teleconferencing tool.</p>

	<p>Students are taught about a range of key technologies relevant to the content and subject matter of the course.</p> <p>Use of ICT in Communication with students</p> <ul style="list-style-type: none"> • The course material (slides, scientific articles, exercises, etc.) is posted on the course page at the e-learn platform (Moodle). • Use of Moodle Forums announcements. • Use of Kahoot for real-time polls and exercises • Live video meetings via Zoom/Teams. • Contact via email/Teams 																																
<p>TEACHING METHODS</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, recitation, 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></p> <p><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></p>	<table border="1"> <thead> <tr> <th><i>Activity</i></th> <th><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>30 hrs.</td> </tr> <tr> <td>Lab</td> <td>9 hrs.</td> </tr> <tr> <td>Group Assignment/Project</td> <td>15 hrs.</td> </tr> <tr> <td>In-class Presentations</td> <td>4 hrs.</td> </tr> <tr> <td>Exams</td> <td>2 hrs.</td> </tr> <tr> <td>Non-Directed Study</td> <td>90 hrs.</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Course total</td> <td>150 hrs.</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	30 hrs.	Lab	9 hrs.	Group Assignment/Project	15 hrs.	In-class Presentations	4 hrs.	Exams	2 hrs.	Non-Directed Study	90 hrs.					Course total	150 hrs.												
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<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><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></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students</i></p>	<p>Language of Evaluation: English</p> <p>Evaluation Procedure:</p> <ul style="list-style-type: none"> • Written Exams (60%). Methods of evaluation: <ul style="list-style-type: none"> ○ Multiple choice questions • Group project (40%) • In-class presentation (10%) <p>The evaluation procedure is announced to the students during the first lecture and is also accessible at the e-learn platform throughout the entire semester.</p>																																
<p>STUDENT OBLIGATIONS</p> <p><i>Compulsory attendance of lectures, labs, recitations, compulsory participation in</i></p>	<ul style="list-style-type: none"> • Compulsory attendance of lectures • Optional attendance of labs 																																

midterms, exams, compulsory delivery of homework, projects, etc.

- Compulsory participation in the exams
- Compulsory in-class presentation
- Compulsory delivery of project

(15) ATTACHED BIBLIOGRAPHY

- Suggested Textbooks

1. Business, Technology, Society, Laudon, 16th Edition, 2021.
2. E-Government and Information Technology Management: Concepts and Best Practices Paperback – November 2, 2018 by Marc Holzer, Aroon P. Manoharan, James Melitski

- Additional Bibliography:

1. Over 100 papers, reports and references available via the elearning platform (Moodle), updated every year