

**DESCRIPTION OF STUDY COURSE**

<b>Course unit title</b>	<b>E-commerce</b>	
<b>Programme</b>	Bachelor International Finance	
<b>Year of study</b>	2 <sup>nd</sup> year	
<b>Level of course unit (e.g. first, second or third cycle)</b>	First, Bachelor's study	
<b>Course unit code</b>	<b>BFa036</b>	
<b>Name of lecturer(s)</b>	Jānis Hermanis	
<b>Credit points</b>	3 ECTS	
<b>Language of instruction</b>	English	
<b>Type of course unit (compulsory, optional)</b>	compulsory	
<b>Semester when the course unit is delivered</b>	4	
<b>Mode of delivery</b>	Face-to-face	
<b>Aim of Course</b>	To provide knowledge and skills in enhancing of company's competitiveness through the application of the newest internet and mobile technologies	
<b>Preliminary knowledge (prerequisites and co-requisites)</b>	Informatics and data base management systems	
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. E-commerce and e-business basic concepts.</li> <li>2. E-commerce business models.</li> <li>3. E-commerce infrastructure.</li> <li>4. Web page design.</li> <li>5. Digital marketing.</li> <li>6. Social media, social platforms, social networks.</li> <li>7. Online payment systems and security.</li> <li>8. M-commerce.</li> <li>9. Development of e-commerce strategy.</li> </ol>	
<b>Planned learning activities and teaching methods</b>	Student attends lectures and seminars, presents individual work. Total evaluation of the course consists of 20% active participation in lectures and seminars; 60% independent work and its presentation; 20% written exam at the end of the course.	
	Teaching methods	Student work load (1 CP = 40 hours of student work)
	Lectures	20%
	Practical works	10%
	Case study, seminars	10%
	Independent work and its presentation	10%
	Work at the library, independent studies	50%
		<b>Total 80 hours</b>



<b>Learning outcomes of the course unit</b>	<ol style="list-style-type: none"> <li>1. To evaluate possibility to start online business.</li> <li>2. To develop internet marketing plan.</li> <li>3. To develop skills and knowledge how to use social networks with business purposes.</li> <li>4. To evaluate risks related to internet security.</li> <li>5. To create e-commerce strategy.</li> </ol>																																								
<b>Assessment methods and criteria</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Study outcomes</th> <th style="width: 10%;">1.</th> <th style="width: 10%;">2.</th> <th style="width: 10%;">3.</th> <th style="width: 10%;">4.</th> <th style="width: 10%;">5.</th> </tr> </thead> <tbody> <tr> <td>The form of assessment</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>In-class seminars</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Individual work and its presentation</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Written home assignment</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Written exam</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Study outcomes	1.	2.	3.	4.	5.	The form of assessment						In-class seminars						Individual work and its presentation						Written home assignment						Written exam									
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<b>Recommended or required reading</b>	<p>Required reading:</p> <ol style="list-style-type: none"> <li>1. Laudon K., Traver C., E-Commerce 2020-2021: Business, Technology and Society, Global Edition 16E, Pearson, 2020</li> </ol> <p>Recommended reading:</p> <ol style="list-style-type: none"> <li>2. Turban, E., King, D., Lang, J. Introduction to Electronic Commerce, Prentice Hall, 2011</li> <li>3. Chaffey, D., E-Business and E-Commerce Management: Strategy, Implementation and Practice, Prentice Hall, 2014</li> <li>4. Kelly, N., How to measure social media, Pearson education, 2013</li> <li>5. Tuten, T.L., Solomon, M.R., Social media marketing, Pearson education international, 2016</li> </ol>																																								
<b>Recommended optional programme components</b>	To be agreed at the start of the course.																																								