

COURSE SYLLABUS

Management of e-business

Level: master

ECTS: 6

Course purpose:

Use knowledge for working in the digital economy and society

Content (Syllabus outline):

1. Management of e-business foundations
2. Characteristics of e-business in theory and practice
3. Management of e-payment
4. Management of security of e-business
5. Strategy of e-business
6. Analysis and design of e-business
7. Implementation and economics of e-business
8. Legal, social and ethical issues of e-business

Intended learning outcomes:

Knowledge and understanding, skills:

1. Critically analyse and interprets managerial issues and dilemmas of e-business.
2. Analyse and explains the importance of e-business for companies by using examples.
3. Identifies the factors, strengths and limitations of e-business.
4. Knows the development of strategies of introducing e-business.
5. Designs e-business strategy in one case
6. Knows how to plan strategically e-business solutions.
7. Know how to introduce and maintain e-business solutions.
8. Knows how to analyse trends and issues of management of e-business.