

Annex No. 3		First Cycle Studies Course Programme			
1.	Course Title	Fundamentals of E-business			
2.	Code	EBU 110			
3.	Study programme	E-business			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of E-Business			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022-2023 (summer semester)	7.	Number of ECTS credits	7.5
8.	Professor	Prof. Saso Josimovski, PhD			
9.	Preconditions for enrolment	None			
10.	Course Objectives (Competencies): After taking this course, students should be able to: <ul style="list-style-type: none"> • recognize the fundamental concepts of e-business; • identify the main e-business models; • recognize and classify e-business models according to revenue and transaction mechanisms; • be able to identify the elements of the e-marketplace that influence the e-business strategy of enterprises; • recognize and classify the methods and models of digital marketing; • become familiar with the benefits and limitations for businesses and consumers from applying e-business models. 				
11.	Course content: The course introduces students to the basic concepts, definitions and environment of e-business and e-commerce. The most important topics related to e-business are covered during the course, such as the e-business model classification, their structure, market mechanisms, e-business applications, digital marketing methods, as well as the benefits and limitations for businesses and consumers from digitalization of companies. Students will have access to a specially equipped computer lab to master the subject matter.				
12.	Learning methods: Lectures with presentations, interactive lectures, team work, guest lecturers, case studies, preparation and presentation project tasks				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60+30+135= 225 classes			
15.	Types of teaching activities	15.1.	Lectures	60 classes	
		15.2.	Exercises (Seminars)	30 classes	
16.	Other types of activities	16.1.	Project tasks	45 classes	
		16.2.	Individual tasks	0 classes	
		16.3	Home learning	90 classes	
17.	Grading method: 60+30+10=100 points				
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)	60%		
	17.2.	Individual work/project (presentation: written and oral)	30%		
	17.4.	Attendance and class participations	10%		
18.	Grading scale	less than 50 points	5 (five) (F)		

		from 51 to 60 points	6 (six) (E)			
		from 61 to 70 points	7 (seven) (D)			
		from 71 to 80 points	8 (eight) (C)			
		from 81 to 90 points	9 (nine) (B)			
		from 91 to 100 points	10 (ten) (A)			
19.	Preconditions for taking the final exam	Realized activities from points 15 and 16				
20.	Language	Macedonian language, English language				
21.	Evaluation method	Internal evaluation and survey				
22.	Literature					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	Year
		1.	Efraim Turban Jon Outland David King	<i>Electronic Commerce – A Managerial and Social Networks Perspective</i>	Ninth edition, Springer	2018
		2.				
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
		1.				
		2.				