

<b>Annex No. 3</b>		<b>First Cycle Studies Course Programme</b>			
1.	Course Title	<b>E-business Distribution Channels</b>			
2.	Code	EBU 450			
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 Department of E-business			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	Fourth year/summer semester	7.	Number of ECTS credits	7.5
8.	Professor	Prof. Lidija Pulevska Ivanovska, PhD			
9.	Preconditions for enrolment	None			
10.	<p><b>Course Objectives (Competencies):</b>  The aim of the course E-business distribution channels is to enable students to gain in-depth knowledge in the field of e-business distribution channels and specific skills for applying this knowledge in practice. To achieve these goals, the course program will address the theoretical aspects of e-business distribution channels, and then focus on their practical application.  After taking this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• understand the role, nature and diversity of different distribution channels in the e-business environment;</li> <li>• identify and understand the situations, conditions and environment in which the various distribution channels operate;</li> <li>• advise on the direction, purpose and overall orientation of the company towards the use of multiple distribution channels, taking into account their own products / services, customers and information technologies;</li> <li>• use e-commerce platforms to create online stores.</li> </ul>				
11.	<p>Course content: The course introduces students to the basic concepts, definitions and environment of e-business distribution channels. In both the B2C and B2B segments, customers are increasingly using online shopping channels. Aware of this trend, companies in a number of industries are moving towards "brick and click" distribution strategies to attract, increase and retain these newly acquired customers through multiple e-business distribution channels.  The following topics will be covered within the course: structure and functions of e-business distribution channels; channel design; channel flow and efficiency analysis; channel density; selection of e-business distribution channels; electronic retailing; e-commerce platforms for creating online stores.</p>				
12.	Learning methods: Interactive lectures, video presentations, guest speakers, case studies, directed discussions, individual or group papers, seminar projects, homework.				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60+30+30+15+90= 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.	Projects	30 classes	
		16.2.	Writing Assignments	15 classes	
		16.3.	Homework	90 classes	
17.	Grading method: 60+30+10=100 points				

	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)		60%		
	17.2.	Individual or Group Assessment / projects (Case Presentation, Case Analysis, Quizzes, Writing Assignments)		30%		
	17.3.	Attendance and class participations		10%		
	17.4.			%		
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, English				
21.	Evaluation method	Internal evaluation and survey				
22.	Literature					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	
		1.	Turban E., King D., Kyu Lee J, Liang T.P., Turban D.	Electronic Commerce: A Managerial Perspectives	Springer	2015
		2.	Лаудон, Кенет К. Травер Герсио, Карол	Електронска трговија : бизнис,технологија,општество	Арс Ламина	2010
	22.2.	Additional literature				
		No.	Author	Title	Publisher	
		1.	Coughlan, Anne T., Anderson E., Stern Louis W., El-Ansary Adel I.	Marketing channels	Pearson education, Inc.	2006