

COURSE OUTLINE

(1) GENERAL

SCHOOL	ENGINEERING		
ACADEMIC UNIT	ELECTRICAL AND COMPUTER ENGINEERING DEPT.		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	ECE_GE920	SEMESTER	9
COURSE TITLE	eEntrepreneurship-eSociety and Economy		
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
Lectures		3	
Seminars / Practice exercises		1	
Laboratory			
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (4).</i>		4	5
COURSE TYPE <i>general background, special background, specialised, general knowledge, skills development</i>	General Knowledge		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek and English for Erasmus		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://www.ece.uop.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>At the end of the course the student will:</p> <ul style="list-style-type: none"> • Has understood the differences between e-commerce and e-business and has understood the range of technologies used in modern e-business applications • has understood the concept of the business model and its components and has become familiar with examples of applications based on one or more models. • Be able to report the basic categories of online advertising and marketing and describe how they operate at the business and technological level (advertising networks, beacons, web cookies, retargeting, etc.) • Be able to describe the technologies used in modern customer relationship management (CRM) to maintain customers and increase purchases. • Report and develop technologies and security and privacy services as well as modern electronic transaction handling services (credit cards, bitcoin, e-wallet, etc.). • fully configure and implement functional e-business applications and advertising campaigns with modern tools and technologies.

Be able to critically evaluate the course of an ad campaign or CRM service through the marketing/web metrics study (by selecting appropriate KPIs) and to intervene to increase efficiency.

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?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

- Search, analysis and synthesis of data and information, using the necessary technologies
- Decision-making, autonomous and teamwork
- Respect for diversity and multiculturalism
- Working in an interdisciplinary environment
- Criticism and self-criticism
- Promoting free, creative and inductive thinking

(3) SYLLABUS

The course aims to familiarize students with the basic concepts of entrepreneurship in the modern environment of the world wide web with emphasis on the design and implementation of efficient applications of e-entrepreneurship.

The course is developed into 13 courses.Presentation Links at:

<https://openeclass.teimes.gr/courses/CIED253/>

Section Title

Literature

1. Introductory concepts and definitions, elements of the spread of e-business applications at national, European and global level	Laudon, K. & Traver, C., "E-Commerce. Business, Technology, Society." 10th edition, 2014, Papasotiriou Publications.
2. Business models B2B and B2C	Caffey, D. "Digital business and e-commerce: Strategy, Implementation and implementation". 6th U.S. edition, 2015, Locksmith Publishing
3. Electronic procurement and supply chain management	Caffey, D. "Digital business and e-commerce: Strategy, Implementation and implementation". 6th U.S. edition, 2015, Locksmith Publishing
4. Digital marketing (view,search network, email, multiple channels)	E-business andmarketing. Innovative models in digital environment Vlachopoulou Maro, Dimitriadis Sergios, Rosili, 2014
5. E-commerce on social media and mobile devices.	Caffey, D. "Digital business and e-commerce: Strategy, Implementation and implementation". 6th U.S. edition, 2015, Locksmith Publishing
6. Online management of customer relationships	Caffey, D. "Digital business and e-commerce: Strategy, Implementation and implementation". 6th U.S. edition, 2015, Locksmith Publishing

7. Study cases:Amazon, Twitter, eBay	Known Names Unknown Stories Protopapadakis Ioannis N. , Stamoulis Publications Ant. , 2015
8. Software development lifecycle and management of e-business application development projects	It project management, Phillips Joseph (Publisher): Ch. GKIOURDA & CO EE
9. Management of e-business technology infrastructure	Caffey, D. "Digital business and e-commerce: Strategy, Implementation and implementation". 6th U.S. edition, 2015, Locksmith Publishing
10. E-business applications	Laudon, K. & Traver, C., "E-Commerce. Business, Technology, Society." 10th edition, 2014, Papatotiriou Publications.
11. Personalization tins	Ricci, F., Rokach, L., Shapira, B. & Kantor, P. (2011). <i>Recommender systems handbook</i> , Springer. Mangalindan, J. P. (2012). Amazon's Recommendations secrets. Retrieved October 21 2013 from: http://tech.fortune.cnn.com/2012/07/30/amazon-5/ .
12. Electronic transaction processing and security issues	Caffey, D. "Digital business and e-commerce: Strategy, Implementation and implementation". 6th U.S. edition, 2015, Locksmith Publishing
13. Legal and privacy issues	Laudon, K. & Traver, C., "E-Commerce. Business, Technology, Society." 10th edition, 2014, Papatotiriou Publications.
The numbering refers to the corresponding week of the course.	

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face to face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	ICT is used to communicate with students and make available educational material, mainly through the eclass platform (announcements, lecture slides and other educational material, posting and submitting papers, user groups, discussions, emails, exercises, glossary, multimedia), as well as conventional e-mail.	
TEACHING METHODS	Activity	Semester Workload
	Lectures	39

<p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, 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>	Preparation of operations	20
	Bibliography study and analysis	26
	Unguided study	20
	Project	20
	Course Total (25 hours of workload per credit unit)	125
<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>Written examination (70% of the final grade) including:</p> <ul style="list-style-type: none"> ▪ Exercises ▪ Multiple choice questions ▪ Short answer questions <p>Project (30% of final grade)</p> <p>The examination material and the evaluation process are communicated to the students in the lecture hall and in the e-class.</p>	

(5) ATTACHED BIBLIOGRAPHY

<ul style="list-style-type: none"> • Laudon, K. & Traver, C., "E-Commerce. Business, Technology, Society." 10th edition, 2014, Papatotiriou Publications. • Caffey, D. "Digital business and e-commerce: Strategy, Implementation and implementation". 6th U.S. edition, 2015, Locksmith Publishing. • Ricci, F., Rokach, L., Shapira, B. & Kantor, P. (2011). <i>Recommender systems handbook</i>, Springer. • Mangalindan, J. P. (2012). Amazon's Recommendations secrets. Retrieved October 21 2013 from: http://tech.fortune.cnn.com/2012/07/30/amazon-5/. <p>The bibliography will be updated on a bi-monthly basis with new resources on internet</p>
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