Syllabus

Basic data of the course	
Academic Unit:	**Faculty of Tourism and Environment**
Title:	**E-business in tourism and catering**
Level:	**Bachelor**
Status:	**Mandatory**
Study year:	**I**
Number of hours for week	**3**
ECTS:	**5**
Time/ location:	**USHAF**
Lecturer:	**PhD.c.ArtaJashari**
Contact:	arta.jashari@ushaf.net
Course description	The course introduces student's basic concepts, definitions and practices of e-business. The most important issues studied are: the classification of models of e-business, e-business infrastructure, strategies, e- business applications, e-business, and industrial products, electronic transactions, secure e-business systems. Supporting information technologies in this field, such as computer networks, Internet, Web technologies, databasesetc.
Course Content	General understanding of the Internet, Information Technology in support of e-business- ICT infrastructure, models of E-Business Strategies for E-Business Implementation of E-business - the design, development and management, electronic transactions e-business, other concepts of development of E-business, E-business Categories
Objectives	Understanding the fundamental concepts of e-business, the new information technologies in support of e-business, meaning models like e-commerce, e-services, e-shops, e-auction, m-business, etc. The importance of the implementation of e-business for industrial enterprises. E-business, and industrial products. Knowledge of applications for creating online stores and Web pages. Electronic banking transactions. Security of e-business systems.
Expectedresults	At the end of the course, students will be able to: • Recognize and understand the fundamentals and basic concepts of E-business. • Understand the concepts and implementation of ITC (Information Technology and telecommunications); • Recognizes theoretical meanings such as e-business strategies, models, concepts, categories, etc. • Recognizes the types of e-business • Methods of practical application of e-business • Issues of successful business planning in e-business

Kontributi nëngarkesën e studentit(gjë qëduhet tëkorrespondoj me rezultatet e tënxënit tëstudentit)			
Activity	**Hour**	**Days/week**	**Total**
Lessons	2	15	30
Theoretical exercises / laboratory	1	15	15
Practical work	2	5	10
Contacts with teacher / consultations	1	5	5
Exercise	1	5	5
Seminars			
Homework	2	7.5	15
Self-learning time (at the library or at home)			30
Final preparation for the exam	5	1	5
Time spent on evaluation (tests, quiz, final exam)	1	5	5
Projects, presentations, etc.	1	5	5
Total			**125**

Teaching Methodology	Lectures, individual work, seminar papers, discussions, group work.
Assessment methods	Seminars 10 %, Test I- 10%, Test II 10 % Exam 70 %

Literature	
Basic literature:	[1] Dr.sc. IlirDoçi, *E-biznesi,*dispensë, Prishtinë, 2014.
	[2] Dr.sc. Mihane Berisha, *E-biznesi,*dispensë, Prishtinë, 2010
Additional literature	1. ShopFactory Developer Guidelines, 2011. 2. E-Business Essentials - Successful e-Business Practices - From the Experts at PC Magazine, Que, 2001. 3.Introduction to E-business, Kioskea, 2004. 4. E-Busineess and E-Commerce for Managers, H. M. Deitel, P. J. Deitel, K. Steinbuhler, Prentice Hall, 2001.

Designed learning plan:	
Weeks	**The lecture that will develop**
Week one:	Informing students about lectures, exercises, duties, seminar papers. Understanding concepts of e-business, understanding of ICT concepts and trends. History of Development of E-business. Acquaintance with software for creating web pages.

Week two:	Understanding the Internet, operation of websites, links to the Internet, computer networks, network devices, servers, routers, hardware and software required TCP / IP, meaning the World Wide Web, the Internet technology (e-mail, http, VoIP, remote access).
Week three:	ITC infrastructure components, supporting infrastructure, infrastructure benefit directly, ITC Internet systems, personnel information system, shared services, common applications and standard IT education
Week four:	E-business models. The main divisions of e-business subjects or entire companies realize their activity on the Internet, e-shops, e-mall, e-auction, e-procurement, online auction, virtual communities, and telecommunications companies.
Week five:	Subjects or companies that are present on the Internet, but the online business is not their primary activity. Industrial companies in the Internet. E-business, and industrial products. e-services directly to consumers, online reservations, Internet industries, e-learning, Internet banks, government Internet, m-business, etc.
Week six:	E-business strategies. Defining a strategy. Development strategy. Cyclic process of forming strategy. Internet strategy. Race for expansion, customers and information. E-commerce strategies.
Week seven:	**First evaluation - Test I.**
Week eight:	Implementation of e-business - planning, development and management. Creation of e-business plan, risk evaluation, public presentation of the company, understanding the domain, meaning the ISP, planning and execution of the Web site, Web site hosts, web design
Week nine:	Software of web design, web development stages, static and dynamic Web sites, customer support, Discretion and consumer protection, monitoring and maintenance of web sites. Applications, software and e-business systems and e-commerce. Server systems.
Week ten:	E-Business. The study of space activity and Internet market research. The development of e-business strategy. Implementation and practice.
Week eleven	Other concepts of e-business development. Intranet and Extranet, Groupware, Workflow, Electronic commerce, EAI (Enterprise Application Integration), CRM (Customer Relationship Management), KM (Knowledge Management), SCM (Supply Chain Management), ERP (Enterprise Resource Planning), Business Intelligence.
Week twelve:	Electronic transactions of e-business. Cash card transactions, online payment methods, the network of Internet payment process, the participation of banks and bank accounts.

Week thirteen:	Security of e-business systems. Security concepts. Security Strategy of ICT systems. Security management structure. Safety of cash cards. Security protocols.
Week fourteen:	E-business categories. Business-to-business (B2B), business-to-consumer (B2C), business-to-employee (B2E), business-to-government (B2G), government-to-business (G2B), government-to-government (G2G), government-to-citizen (G2C), consumer-to-consumer (C2C), consumer-to-business (C2B)
Week fifteen:	**The second intermediate assessment - Test II**