



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
E-Business	

Academic staff	Core academic unit(s)
Coordinating: lecturer Beatričė Poškuvienė	Vilnius University Šiauliai Academy
Other:	

Study cycle	Type of the course unit
First	Elective

Mode of delivery	Semester or period when it is delivered	Language of instruction
Blended	Autumn/Spring	Lithuanian/English

Requisites	
Prerequisites: Basic principles of information technology usage.	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	134	54	80

Purpose of the course unit		
Gain the knowledge necessary for implementing e-business models by applying theoretical concepts of e-business economics and management, develop the ability to analyse and evaluate existing e-business and e-service examples by identifying their strengths and weaknesses, and apply acquired knowledge in preparing e-business implementation projects, identifying issues, and providing suggestions for improvement and development.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
By understanding e-business and e-service development strategies and concepts, including definitions and models, to be able to utilise technologies in administrative decision-making.	Information search task, interactive lecture, literature analysis, activity reflection.	Exam, Individual Homework, Oral illustrated presentation
With in-depth knowledge of e-business models, e-service systems, development trends, and the legal environment, be capable of evaluating and applying innovations to the economy.	Case study (case analysis), individual consultations, interactive lecture, literature analysis, practical tasks.	Exam, Individual Homework, Oral illustrated presentation
Be able to practically apply theoretical concepts of e-business implementation to solve real business and economic problems and analyse existing examples.	Case study (case analysis), individual consultations, interactive lecture, literature analysis, practical tasks.	Exam, Individual Homework, Oral illustrated presentation
To make economically sound administrative decisions by understanding the diversity of the social environment, the variety of business organisation forms, and the importance of entrepreneurship and social responsibility.	Information search task, interactive lecture, literature analysis, activity reflection.	Exam, Individual Homework, Oral illustrated presentation

Content	Contact hours							Individual work: time and assignments	
	Lectures/ e-learning	Tutorials/ e-learning	Seminars	Workshops/ e-learning	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. E-business and service environment.	4			4				5	Literature analysis, work on illustrated presentation (lectures notes, Davidavičienė, 2010, p. 12-52, E-Business and E-Commerce Management, 2011, p. 58-110)
2. Fundamentals of e-business theory.	6			4				10	Literature analysis, work on the illustrated presentation (lectures notes, Davidavičienė, 2010, p. 55-90, E-Business and E-Commerce Management, 2011, p. 58-120, Encyclopedia of e-commerce, e-government, and mobile commerce, 2008,)
3. E-business and e-service development and implementation models and strategies.	5			6				20	Work on Individual Homework (lectures notes, Davidavičienė, 2010, p. 99-176), E-Business and E-Commerce Management, 2011, p. 200-227)
4. Basics of e-marketing.	4			4				15	Work on Individual Homework, preparation for the exam (Davidavičienė, 2010, p. 99-175, E-Business and E-Commerce Management, 2011, p. 210-280)
5. Economic efficiency aspects of e-service implementation	4	1		4				10	Work on Individual Homework report papers, oral illustrated presentations and preparation for the exam (lectures notes, Davidavičienė, 2010, p. 356-373)

6. Hardware, software, and communication infrastructure resources in e-business and service systems.	2			1				5	Preparation for the knowledge assessment and exam(Davidavičienė, 2010, p. 416-451,
7. Legal regulation of e-services. Security in the digital space	2			2				5	Preparation for the knowledge assessment and exam (lectures notes, resources on the internet)
8. Preparation for the exam and taking the exam.		1						10	
Total	27	2		25				80	

Assessment strategy	Weight %	Deadline	Assessment criteria
Individual Homework (analytical, written study or paperwork (project))	50%	6-10 week	The following aspects of the work are evaluated: Structure and Scope of the Work: The structure of the work is clear and logical, with all necessary parts (presentation of the idea, explanation of the e-business idea being implemented, justification of its novelty, review of the competitive environment, SWOT analysis, implementation action plan (12 steps), preliminary budget and required resources, key website design requirements, payment and delivery system, detailed discussion of security issues, technical implementation aspects). The work has an appropriate scope (4 points). Analysis and Conclusions: The study is very detailed, and the conclusions are well-founded, based on empirical data, with possible advantages and disadvantages outlined, along with measures for removing them and opportunities for development (4 points). If the analysis is performed but is not comprehensive, conclusions are not always substantiated, no development opportunities are outlined, and possible disadvantages are not addressed, 2 points are awarded. No points are given for superficial analysis. Scientific Style and Culture: Sources and citations are appropriately handled; phrasing and style meet the requirements for project work (2 points). Timeliness of Submission: If the project work is not submitted on time, 1 point is deducted. Non-submission: No points are awarded for non-submission – 0 points.
Oral illustrated presentation	25%	15-16 weeks	The following aspects of the presentation evaluation: Structure and Scope of the Presentation: The presentation includes the introduction of the chosen e-business idea, justification of its novelty, a brief overview of the competitive environment, an implementation action plan (12 steps), key website design requirements, payment and delivery system, and a discussion of security issues. The presentation is of appropriate length and does not exceed the allotted time for presentation and discussion (4 points). Analysis and Conclusions: The work is presented by analysing the advantages and disadvantages of the implementation, providing solutions to remove any issues, and delivering development opportunities. Key conclusions are well-founded, and the student can answer all additional questions during the discussion. All group members (if a group of 2 students does the work) actively participate in the discussion (4 points). Suppose only the idea is presented but not fully developed. In that case, it is incomplete, focusing on irrelevant details, conclusions are not always substantiated, and development opportunities are not

			provided, 2 points are awarded. A superficial project presentation results in 1 point. Scientific Style and Culture: Proper handling of sources and citations; the phrasing and style meet the requirements for project work presentation, and the student demonstrates the ability to present information to an audience (1.5 points). Presentation Preparedness: The work presentation slides are well-prepared, and the student demonstrates competence in using ICT (0.5 points). Non-participation in the Presentation: No points are awarded for non-participation in the project presentation – 0 points.
Exam	25%	During the exam session	A theory test is created for the student in the Moodle environment, covering the main theoretical topics of the course, as well as an integrated document management task. The exam questions are provided at the beginning of the semester. The questionnaire consists of both open and closed-type questions. The score depends on the number of correct answers, each valued at 0.25 to 1 point. To achieve the minimum grade, students must answer correctly at least 25 out of 50 questions. After the theory questionnaire answers are graded during the exam session, the final grade is determined by multiplying the individual scores obtained throughout the semester by their respective weighting coefficients and summing the products. The final grade is then rounded to the nearest whole number according to the rules of arithmetic rounding.

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Bakanauskas, A., Liesionis, V.	2008	Elektroninis marketingas: studijų knyga.		
	2011	E-Business and E-Commerce Management		Pearson; 5th edition (January 1, 2011)
Davidavičienė, V., et al.	2009	Elektroninis verslas: vadovėlis	004 EI-34	Vilnius: Technika.
Recommended reading				
	2006	Encyclopedia of e-commerce, e-government, and mobile commerce.		Hershey: Idea group reference.
Chaffey, D.	2022	Digital Marketing		Pearson; 8th edition (November 27, 2022)
Dib, A.	2016	The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd		Successwise (January 25, 2016)