STUDY SUBJECT DESCRIPTION

E L E C T R O N I C   B U S I N E S S

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
BUSINESS MANAGEMENT AND INNOVATIONS	Compulsory	1st	2nd year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e- learning/…)
3rd	6 ECTS	Lithuanian	face-to-face, e-learning
Learning outcomes		Study methods	Assessment methods
After completion of the study subject, a student should be able: **LO 1** to know the factors influencing the emergence and development of e-business. **LO 2** to know e-business models and their applicability **LO 3** to know and can apply information technology tools for e-business **LO 4** to know and can apply online marketing tools. **LO 5** to analyse e-business market information. **LO 6** to apply data analysis tools to assess e-business related information **LO 7** to carry out research on e-business and e-services, and to organise and present the results. **LO 8** to know the principles of e-business organisation. **LO 9** to know how to choose the right e-business model. **LO 10**		Interactive lecture Case study Brainstorm Studying resources of information Practical work Self-study work Group work Keeping a learning diary	Assessment of practical work Assessment of self-study work Evaluation of group work Assessment of the learning diary Course paper work assessment Exam

LO 11	to know how to select the right software tools and how to set up an e-shop.		
LO 12	to know the rules on the protection and processing of personal data of e-business customers		
LO 13	to know the factors influencing the development of e-business.		
LO 14	to know and can use tools for measuring e-commerce traffic.		
LO 15	to know the nature and capabilities of enterprise resource planning and supply chain management software tools.		
LO 16	to use cloud technologies for e-business management.		
LO 17	to set up an e-shop using the latest software tools.		
LO 18	to present the company using internet technologies and social networks.		
LO 19	to know the specifics of electronic contracting		
LO 20	to know the requirements for the information to be provided in an online shop		
LO 21	to produce billboards in Lithuanian and English, taking into account the nature of the company's business.		
LO 22	to know the specifics of electronic transactions.		
LO 23	to know e-business models, is able to analyse them and justify the choice of a model for business organisation		
	to find and adapt new software solutions for e-business.		

Prerequisites (these courses must have successfully completed before she/he can take this course)
Management, Business Law, Marketing

Course content
1. E-business concept, structure and trends
2. E-business models
3. Legal framework for e-business in Lithuania
4. Organising e-business
5. Advertising opportunities in the virtual market
6. E-commerce - an integral part of e-business
7. Setting up and managing an e-shop
8. Software solutions for e-business
Recommended or required reading and other learning resources/tools
1. Elektroninio verslo vadovas. Kaunas: Technopolis. https://docplayer.net/20857335-Elektroninio-verslo-vadovas.html 2. Davidavičienė V., Gatautis R., Paliulis N., Petrauskas R. (2009) Elektroninis verslas. Vilnius: Technika. 3. Law on e-commerce. http://www3.lrs.lt/docs3/kad4/W3_VIEWER.ViewDoc-p_int_tekst_id=7680&p_int_tv_id=855&p_org=0.htm 4. Test your business skills. https://www.reforbsimulator.eu/ 5. Electronic government gateway. https://www.epaslaugos.lt/portal/ 6. Internet marketing. https://webcache.googleusercontent.com/search?q=cache:yy4AmbF-3uoJ:https://s67fd4ec0c3e46da2.jimcontent.com/download/version/1477567939/module/10701042921/name/E-commerce%2520LTU.pdf+&cd=1&hl=lt&ct=clnk&gl=lt