MODULE DESCRIPTION

Module title	Module code
Foundations of electronic commerce	

Lecturer(s)	Department where the module is delivered
Coordinator: assoc. prof. dr. Saulius Minkevičius **Other lecturers:** -	Department of Software Engineering Faculty of Mathematics and Informatics Vilnius University

Cycle	Type of the module
First	Optional

Mode of delivery	Semester or period when the module is delivered	Language of instruction
Face-to-face	5, 6, 7 semester	Lithuanian

Prerequisites
Prerequisites: IT and communication skills.

Number of credits allocated	Student's workload	Contact hours	Self-study hours
5	130	68	62

Purpose of the module: programme competences to be developed
The main purpose of the module - to reveal coherently the variety of the technologies of electronic commerce and its many-sided aspects. The unit is composed for specialists, which want to have abilities to understand electronic commerce technologies and to project various size systems of electronic commerce. *Generic competences:* • Life-long learning *(BK2).* *Specific competences:* • Knowledge and skills of underlying conceptual basis *(DK4),* • Software development knowledge and skills *(DK5),* • Technological and methodological knowledge and skills, professional competence *(DK6).*

Learning outcomes of the module: students will be able to	Teaching and learning methods	Assessment methods
Know the tendencies and directions of evolution of electronic commerce.	Problematic enunciation, discussions in groups, reading scientific literature, preparing for seminars, student reports.	Student's reports made during seminars, exam (in written form).
Choose proper software for their individual internet projects.		
Choose the most effective advertisement strategy of the internet system.		
Design little, medium and large electronic commerce systems.		
Prepare reports about electronic commerce matters.		
Apply tools for electronic commerce systems in practice.		

Content: breakdown of the topics	Contact hours						Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Practice	Laboratory work	Contact hours	Self-study hours	Assignments
1. About WebSphere performance scalability.	2		2			4	3	Reading scientific literature, getting ready for seminars and student reports
2. Community Networks: A Next Generation.	2		2			4	3	
3. An Efficient Electronic Document-Submission System.	2		2			4	3	
4. Cryptography, Data Security, and Applications to E-commerce.	2		2			4	3	
5. E-commerce: The Challenge of Creating an Environment Consumers Will Trust.	2		2			4	3	
6. Public Key Infrastructure and Models for E-transactions.	2		2			4	3	
7. Applying Data Mining to Direct Marketing.	2		2			4	3	
8. The User Interface to E-commerce.	2		2			4	3	
9. Service Management Issues in E-commerce Applications.	2		2			4	3	
10. A Model for Resource Management to Support.	2		2			4	3	
11. Efficient Internet Advertisement.	2		2			4	3	
12. Advertisement in social networks.	2		2			4	3	
13. Optimisation in search systems.	2		2			4	3	
14. Efficient User Interface to E-commerce.	2		2			4	3	
15. Commerce by E-mail.	2		2			4	3	
16. E-marketplaces.	2		2			4	3	
Exam (in written form)		2				4	14	2 hours for consultation, 14 hours for preparation, 2 hours for exam
Total	**32**	**2**	**32**			**68**	**62**	

Assessment strategy	Weight %	Deadline	Assessment criteria
The work in the auditorium during the reports	50	During the semester	Students prepare reports length of max 60 min., each report is valued for max 5 points.
Exam (in written form)	50	During exam session	The examination consists of 5 questions; each of them is valued for max 1 point.

Author	Publishing year	Title	Number or volume	Publisher or URL
Required reading				
S. Minkevičius	2012	Foundations of electronic commerce		VU, MIF (electronic)
S. Minkevičius	2007	Foundations of electronic commerce (in Lithuanian)		VU, MIF (electronic)
The collective of authors	2004	Electronic Commerce Technology Trends: Challenges and Opportunities		IBM Press
Recommended reading				
D. Kozje	1999	Electronic Commerce		Ruskaja Redakcija, Moscow

O. Rudakova	1997	Banking electronic services		Junity, Moscow