

## COURSE OUTLINE [Management Information Systems / Electronic Commerce]

### 1. GENERAL

<b>SCHOOL</b>	Business Administration		
<b>ACADEMIC UNIT</b>	Business Administration		
<b>LEVEL OF STUDIES</b>	Postgraduate		
<b>COURSE CODE</b>	<b>DE0308-2</b>	<b>SEMESTER</b>	
<b>COURSE TITLE</b>	<b>Management Information Systems/Electronic Commerce</b>		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
<b>Lectures, Essay, Presentation</b>	<b>3</b>	<b>6</b>	
<b>COURSE TYPE</b>	special background, skills development		
<b>PREREQUISITE COURSES:</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	Greek		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	no		
<b>COURSE WEBSITE (URL)</b>	-		

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>The course presents concepts of Information Systems as well as concepts and applications of eBusiness, such as eBusiness business models, eBusiness support services, eBusiness implementation strategies, and e-shop creation platforms. Students will acquire appropriate skills and knowledge in order to be able to:</p> <ol style="list-style-type: none"> <li>1. Distinguish the different types of information systems in modern businesses.</li> <li>2. Carry out Business Intelligence analysis using modern platforms such as Tableau, PowerBI, etc.</li> <li>3. Describe uses of innovative technologies (e.g., Artificial Intelligence, Big Data, Cloud Computing, Internet of Things) in modern business.</li> <li>4. Design and implement modern e-commerce business models.</li> <li>5. Deploy online shops (eshops) using modern cloud computing infrastructures.</li> <li>6. Utilize web analytics tools to improve online business activities.</li> <li>7. Create advertising campaigns using popular platforms such as Facebook, Google, etc</li> </ol>
<b>General Competences</b>
<ul style="list-style-type: none"> <li>• Adapting to new situations</li> <li>• Working in an international environment</li> <li>• Working in an interdisciplinary environment</li> <li>• Criticism and self-criticism</li> <li>• Production of free, creative and inductive thinking</li> </ul>

### 3. SYLLABUS

<p>Information technology has now decisively determined the way all businesses and organizations in general operate today. This effect concerns both their internal functioning and the interaction between organizations (communication, transactions, etc.). Today's managers should be able to take advantage of this new technology gaining a competitive advantage over the competition. The course presents concepts of Information Systems as well as concepts and applications of eCommerce and eBusiness, such as eBusiness business models, eBusiness support services, eBusiness implementation strategies, and e-shop creation platforms. Students will acquire appropriate skills and knowledge to be able to deploy online stores (eshops) using modern cloud computing infrastructures. Also, students will acquire appropriate skills and knowledge to utilize web analytics tools to improve their online business activities. They will be able to identify the key components for successful e-commerce systems. They will understand how an online business can attract customers on the Internet.</p>
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#### 4. TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b>	Face-to-face, Distance learning	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	<p>- OpeneClass for sharing educational material and communication between students and teachers</p> <p>- DataCamp as an asynchronous training platform in the use of new technologies (e.g., Artificial Intelligence) by modern businesses. Students will be given free access for one semester.</p> <p>- Google Cloud Platform for training in e-commerce store hosting services.</p> <p>- Prestashop as an open e-commerce software for e-shop development</p> <p>- Google Analytics as an internet analytics platform for training in understanding online user behaviour</p> <p>- Tableau as a platform for business intelligence analytics training. Students will be given a free license to Tableau Desktop for one year.</p>	
<b>TEACHING METHODS</b>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	15
	Asynchronous training and educational material via DataCamp	34
	Interactive teaching in the use of the Tableau Business Intelligence platform	9
	Interactive teaching in creating an online store	9
	Interactive teaching in the use of Google Analytics	3
	Project	80
	<b>Course total</b>	<b>150</b>
<b>STUDENT PERFORMANCE EVALUATION</b>	<p>The evaluation of the course is carried out by a written exam at the end of the semester and assignments with a percentage:</p> <p>- Final written exam 60%</p> <p>- Watching training material at DataCamp 10%</p> <p>- Written theoretical assignment 30%</p>	

#### 5. ATTACHED BIBLIOGRAPHY

**Suggested Bibliography: Indicative Bibliography:**

- E. Turban et al. Ηλεκτρονικό Εμπόριο: Εργαλεία διοίκησης και αξιοποίησης κοινωνικών δικτύων. Broken Hill (2020)
- «Πληροφοριακά Συστήματα Διοίκησης στην Πράξη» (Kroenke D., Boyle R.J), Εκδ. Broken Hill, ISBN-978-9963-274-04-8, 2017

**- Related scientific journals:**

- International Journal of Electronic Commerce
- Electronic Commerce Research
- Information Systems Journal