

1.	Course title	Electronic and Mobile Commerce		
2.	Course code			
3.	Study program	FCSE, IKI, ASI		
4.	Unit offering the course	FCSE		
5.	Undergraduate/postgraduate/PhD	Undergraduate		
6.	Year/semester 3/summer (elective)	7. ECTS: 6		
8.	Teacher(s)	prof. Dr. Marjan Gusev, assoc. prof. Dr. Dimitar Trajanov, assoc. prof. Ljupcho Antovski, assis. prof. Dr. Igor Miskovski		
9.	Course prerequisites	Internet programming		
10.	Goals (competences): The student upon completion will acquire the skills to develop applications for e-commerce and m-commerce. Developing e-business plans.			
11.	Course content: Introduction to e-commerce. Evolution of e-commerce. Business Models and E-Commerce systems. Revenue models in e-commerce. Business-to-business (B2B), business-to-consumer (B2C), business to government and government to citizen relationship. Impact of the Internet on business. Profitability of the business. Developing E-business plans. E-marketing, Internet marketing, on-line advertising, e-logistics. Electronic payments. Motivation for electronic payment. Electronic payment properties. Safety and legal framework. Technologies for e-commerce development. Mobile Commerce: An Introduction. Domain of mobile commerce, Comparison of M-Commerce and E-Commerce. Infrastructure and technologies for m-commerce. Model for advertising and marketing in m-commerce. Industries and applications suitable for m-commerce.			
12.	Teaching methods: Lectures supported by slide presentations, interactive lectures, trainings (using lab equipment and software packages), team work, case studies, invited guests and lectures, individual practical assignments presentations, seminar paper, e-learning (forums, consultations).			
13.	Total available time	6 ECTS x 30 hours = 180 hours		
14.	Distribution of the available time	30 + 45 + 105 = 180 hours		
15.	Teaching activities	15.1.	Lectures	30 hours
		15.2.	Training (labs, problem solving), seminar and team work	45 hours
16.	Other activities	16.1.	Project work	40 hours
		16.2.	Self study	30 hours
		16.3.	Home work	35 hours
17.	Grading			
	17.1.	Tests	60 points	

	17.2.	Seminar work/project (written or oral presentation)			30 points	
	17.3.	Active participation			10 points	
18.	Grading criteria	to 50 points			5 (five) (F)	
		from 51 to 60 points			6 (six) (E)	
		from 61 to 70 points			7 (seven) (D)	
		from 71 to 80 points			8 (eight) (C)	
		from 81 to 90 points			9 (nine) (B)	
		from 91 to 100 points			10 (ten) (A)	
19.	Final exam prerequisites			Completed activities 15.1 and 15.2		
20.	Course language			Macedonian and English		
21.	Quality assurance methods			Internal evaluation and student polls		
22.	Literature					
	22.1.	Compulsory				
		No.	Authors	Title	Publisher	Year
		1.	Efraim Turban, David King, Jae Lee, Ting-Peng Liang, Deborrah C. Turban	Electronic Commerce 2012: Managerial and Social Networks Perspectives	Pearson Education	2011
		2.	Kenneth C. Laudon, Carol Guercio Traver	E-Commerce 2011	Pearson Education	2011
	3.	Dave Chaffey	E-Business & E-Commerce Management: Strategy, Implementation and Practice	Pearson Education	2011	
	22.2.	Additional				
		No.	Authors	Title	Publisher	Year
		1.				
		2.				
3.						