RTU Course "e-Business Solutions"

33000 Datorzinātnes, informācijas tehnoloģijas un enerģētikas fakultāte

General data

Code	DE0751
Course title	e-Business Solutions
Course status in the programme	Compulsory/Courses of Limited Choice
Responsible instructor	Aleksejs Jurenoks
Academic staff	Airita Aksjoņenko
Volume of the course: parts and credits points	1 part6.0 ECTS credits
Language of instruction	LV, EN
Possibility of distance learning	Planned
Abstract	The study course provides students with knowledge and skills in methods for e-business maintenance and management by applying technical solutions, automation methods, and laws and regulations regarding e-commerce processes. The main focus is on understanding the essentials and types of e-business and on understanding the use of modern internet technologies for organizing business processes. The practical part of the study course provides understanding on the impact of internet technologies on e-business development, on various forms of e-business (e-commerce, e-marketing, e-SCM, etc.) and the principles of developing corporate business portals based on web technologies.
Goals and objectives of the course in terms of competences and skills	The goal of the study course is to provide students with the knowledge and skills regarding e-business maintenance and management methods by applying technical solutions, automation methods, and regulations related to e-commerce processes. The objectives of the study course are: - To teach the basics of e-business, processes, and e-business organization methods. - To teach the modern Internet technologies for organizing business processes. - To teach the basics of economics and the requirements for e-business process management. - To provide skills to gather information by performing data analysis. - To provide skills to orientate in the basic processes of digital marketing, advertising, and sales. - To give knowledge on the forms of e-business: e-commerce, e-marketing, e-logistics, etc. - To give knowledge on the integration of web-based business processes. - To provide skills to use web tools for e-commerce promotion. - To give knowledge on the principles of corporate business portal design. - To give knowledge on the principles of creating e-commerce and its practical application.
Structure and tasks of independent studies	A practical task is offered which must be developed in stages according to the task statement and execution schedule. This task incorporates choosing a business area, structuring business processes, developing the general structure of a web portal and developing recommendations on how to maintain individual business processes via modern web and mobile solutions.
Recommended literature	Obligātā/Obligatory: Bianca Miller-Cole. Self Made: The definitive guide to business startup success. 2017. Christopher Cancilla. E*D*I - Electronic Data Interchange: An introduction. 2017. Dave Chaffey. Digital marketing excellence planning and optimizing your online marketing, 5th edition. New York: Routledge, 2017. Domēna vārdu lietošanas noteikumi: https://www.mobinet.lv/Domena_vardu_lietosanas_noteikumi_01012016_v1.pdf. E-komercijas pamati un vadlīniju apraksts - http://www.liaa.gov.lv/lv/biznesa-abc/e-komercija. Rīgas Tehniskās universitātes mācību platformas digitālie metodiskie materiāli un video lekcijas. Papildu/Additional: James Kinsey. Data Backup: Build a Backup Plan. 2018. Kotler P., Kartajaya H., Setiawan I. Marketing 4.0: Moving from Traditional to Digital - NY: John Wiley & Sons, 2017. – 171 lpp. Laudon K.C., Traver C. E-Commerce 2016: Business, Technology, Society. Twelfth Edition. E: Pearson Education Limited, 2016. – 908 lpp. Linda Kimeiša. Pārdotspējīgi teksti interneta mājaslapām, 2018. Maksājuma sistēmu apskats Latvijas Banka - https://www.bank.lv/darbibas-jomas/maksajumu-sistemas-uzdevumi/sistemas. Nulanjan Ray, Business Infrastructure for Sustainability in Developing Economies. 2016. Pavlo Sidelov. The World Of Digital Payments: Practical Course. 2019. Praude V., Šalkovska Jeļena, Satura Mārketings Internetā, 2018.
Course prerequisites	Business process modelling (from Business process management and engineering), basic programming skills.

Course contents

Content	Full- and part-time intramural studies		Part time extramural studies	
	Contact Hours	Indep. work	Contact Hours	Indep. work
The modern internet technologies for organizing business processes.	4	6	2	8
Marketing, advertising, and digital tools in business. Advertising algorithms. Advertising methods. Advertising choice strategy.	8	8	8	10

Starting e-business, methods, and guidelines. Legislation, registration of processes, GDPR (General Data Protection Regulation). Technical base preparation.	10	12	8	14
Technical and technological base of e-business. Choosing necessary technical solutions for starting an e-business. Domain registration. Hosting services. Min. requirements for technical base to start	10	14	4	18
Trade in e-environment. Consumer safety in the digital environment. Distance contract. Transaction processing system. Payment processing systems. Customer management systems.	10	20	6	24
E-business costs and result analysis. E-business monitoring tools. E-business analytical tools.	8	10	4	14
Automation methods for e-business processes. Implementation of automation processes. Automation scenarios. Automation limitations.	8	16	8	16
E-business application software usage.	4	8	4	8
Exam.	2	2	4	0
Total:	64	96	48	112

Learning outcomes and assessment

Learning outcomes	Learning outcomes assessment methods and assessment criteria
Is able to identify e-business management processes and organizational methods.	Written exam.
Is able to collect and prepare information by performing data analysis.	Independent work.
Is able to choose the marketing, advertising, and sales basic processes that are applicable for the task and to integrate them into e-business platforms.	Independent work, written exam.
Is able to independently use e-solutions in various subject areas: e-insurance, e-logistics, etc.	Independently performed laboratory assignments.
Is able to use web tools for e-commerce promotion. Is able to identify and manage the principles of building corporate business portals.	Project.

Course tests

Tests	% of final assessment
Practical assignments (independent work, laboratory works)	40
Project	35
Exam	25
Total:	100

Course planning

Part	Semester			CP	Academic hours			Tests		
	Autumn	Spring	Summer		Lectures	Practical	Lab.	Test	Exam	Work
1.		*		6.0	32.0	16.0	16.0		*	