



DESCRIPTION OF STUDY COURSE

Course unit title	E-commerce	
Programme	Bachelor International Finance	
Year of study	2 nd year	
Academic year	2022./2023.	
Level of course unit (e.g. first, second or third cycle)	First, Bachelor's study	
Course unit code	BFa036	
Name of lecturer(s)	Jānis Hermanis	
Credit points	2 CP	
Number of ECTS allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS	
Language of instruction	English	
Type of course unit (compulsory, optional)	compulsory	
Semester when the course unit is delivered	4	
Mode of delivery	Face-to-face	
Aim of Course	To provide knowledge and skills in enhancing of company's competitiveness through the application of the newest internet and mobile technologies	
Preliminary knowledge (prerequisites and co-requisites)	Informatics and data base management systems	
Course contents	<ol style="list-style-type: none"> 1. E-commerce and e-business basic concepts. 2. E-commerce business models. 3. E-commerce infrastructure. 4. Web page design. 5. Digital marketing. 6. Social media, social platforms, social networks. 7. Online payment systems and security. 8. M-commerce. 9. Development of e-commerce strategy. 	
Planned learning activities and teaching methods	Student attends lectures and seminars, presents individual work. Total evaluation of the course consists of 20% active participation in lectures and seminars; 60% independent work and its presentation; 20% written exam at the end of the course.	
	Teaching methods	Student work load (1 CP = 40 hours of student work)
	Lectures	20%
	Practical works	10%
	Case study, seminars	10%
	Independent work and its presentation	10%



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	Work at the library, independent studies	50%				
		Total 80 hours				
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. To evaluate possibility to start online business. 2. To develop internet marketing plan. 3. To develop skills and knowledge how to use social networks with business purposes. 4. To evaluate risks related to internet security. 5. To create e-commerce strategy. 					
Assessment methods and criteria	Study outcomes	1.	2.	3.	4.	5.
	The form of assessment					
	In-class seminars	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>
	Individual work and its presentation			<input type="checkbox"/>		
	Written home assignment		<input type="checkbox"/>		<input type="checkbox"/>	
	Written exam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommended or required reading	<p>Required reading:</p> <ol style="list-style-type: none"> 1. Laudon K., Traver C., E-Commerce 2020-2021: Business, Technology and Society, Global Edition 16E, Pearson, 2020 <p>Recommended reading:</p> <ol style="list-style-type: none"> 2. Turban, E., King, D., Lang, J. Introduction to Electronic Commerce, Prentice Hall, 2011 3. Chaffey, D., E-Business and E-Commerce Management: Strategy, Implementation and Practice, Prentice Hall, 2014 4. Kelly, N., How to measure social media, Pearson education, 2013 5. Tuten, T.L., Solomon, M.R., Social media marketing, Pearson education international, 2016 					
Recommended optional programme components	To be agreed at the start of the course.					