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| Discipline „e-commerce”, code: 46/47/48 - 11 |
| Annotation: The aims of the E-Commerce course are to give basic practical knowledge on the principles of functioning, methods of building, managing and protecting of the e-commerce systems. The tasks related to the legal framework and the e-business strategies are being considered. Particular attention is paid to the technical aspects of the issues related to the methodology of organizing e-commerce sites, organization and payment technology on the Internet (EasyPay, B-Pay, ePayVoice, Pay.egov.bg, eBG.bg, epay.bg,etc.). The subject is based on the previous courses: "Web Design", "Software Technologies", "Computer Networks", "Software Technologies on the Internet" and others. The subject gives possibilities to prepare the diploma project. |
| Main issues of the syllabus content:* E-Business Strategies. Methodological issues. Strategic planning. Strategic alternatives. Elaboration of an e-business strategy
* Legal aspects of e-commerce. Bulgarian legislation on electronic commerce, electronic payments and contracts on the Internet. Risks and ways to overcome them. Digital copyrights
* Architecture of e-commerce systems. Types – B2B, B2C, B2G, C2C, m-commerce
* Organization and Technology of Payments on the Internet. Requirements for electronic payments. Security systems
* National payment systems with electronic cards – ePay.bg, EasyPay, B-Pay, ePayVoice, Pay.egoc.bg, eBG.bg and others
* Planning and Designing of Online Business. Methodological issues and solutions in the e-business. Indicators for e-Object Assessment
* Software for e-commerce systems. WEB-technologies for e-commerce. Application platforms for organizing e-sites
* Technical support of an e-commerce system. E-commerce servers. Communication networks for e-commerce
* E-marketing. The role of social networks as a means of marketing and PR tools on the Internet. Blogs. Email Marketing
* Features of Internet Advertising. Types of advertising formats. Measure advertising performance on the Internet
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