

Title of the Course		BASICS OF E-COMMERCE	
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Not needed		
Science Sector	Management		
Science Subsector			
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		14	
Individual work/ discussions in distance		16	
Exams/tests		2	
1 <sup>st</sup> level professional study programme	Marketing and Trade		
Author(s) of the course	Mg.sc.soc. Ligita Āzena		
Lecturer(s) of the course	Mg.sc.soc. Ligita Āzena		
Goal of the course:	To develop students’ understanding of e-commerce organisation, analysis and execution.		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 50% Exam – 50% <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		
Study Results			
1. Knowledge: 1.1. A student assesses and describes the theoretical base of e-commerce and its application in the analysis of different models of entrepreneurship (discussion); 1.2. A student defines and compares e-commerce in enterprises, interprets its application in various situation and justifies one’s choice (final test); 2. Skills: 2.1. A student assesses the influence of product/service e-commerce on organisation’s structure and development possibilities (discussion). 3. Competences: 3.1. A student demonstrates market research results of e-commerce and assesses different solutions of e-commerce, defines advantages and deficiencies in e-commerce environment (discussion, final test).			
Content of the Course			

No.	Subjects	Contact hours/ video audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E- studies	Exam
1.	Introduction to e-commerce 1.1. What is e-commerce. Advantages, deficiency. Types of trade. 1.2. Choice of e-commerce solution. Preconditions of e-commerce. 1.3. Concept of trade funnel.	8	4	1	2	2
2.	Market research 2.1. Tools of market research on internet		6	2	2	
3.	Tools of marketing communication in e-commerce		4	1	2	
4.	Choice, development of trade mechanism; 4.1. Possibilities and risks 4.2. Account possibilities 4.3. Organisation of product delivery 4.4. Opportunities and risks		4	2	2	
5.	After-trade service 5.1. Return of products 5.2. Optimization possibilities 5.3. Auditing of trade funnel		6	2	2	
6.	Safety issues in e-commerce 6.1. Safety of account information 6.2. Safety on internet 6.3. Nuances in legislation and requirements		6	2	2	

 	<b>STUDY COURSE DESCRIPTION</b>	APPROVED by College of Business Administration at 18.01.2021. meeting of Council of Studies Protocol No VAD 4-03/18.01.2021
---	-------------------------------------	--

7.	Analysis of product trade for different e-commerce solutions		6	2	2	
8.	E-commerce in the future, research of tendencies, prognosis		4	2	2	
<b>TOTAL:</b>		8	40	14	16	2
<b>80</b>						

**Mastering the course and successfully passing examination, student is capable of** (*knowledge, skills and competencies*)

Study Results:	Evaluation Criteria		
	(40-69%)	(70-89%)	(90-100%)
<b>Knowledge</b>	To name and recognise terms	To define and recognise terminology	To understand and offer a solution to a problem-situation
<b>Skills</b>	To use and justify usage of terms	To evaluate and analyse usage of terms in practice	To synthesize, model and discuss about real problem-situations
<b>Competences</b>	Responsibility, initiative, creativity during evaluation of real problem-situations	Decision-making, critical thinking during real problem-situations, presentations skills during offering solutions to real problem-situations	Organisation and planning skills, self-discipline during solving different complexity issues and ability to make informed decisions

**Acknowledgement of the obtained study results**

Study Results	1.	2.	3.
<b>Evaluation Method</b>			
Moodle discussions/tasks	X	X	X
Exam	X	-	X

**Core Literature**

1.	E-Commerce Strategy: Text and Cases, Springer. Mohapatra, S. 2013.
2.	E-komercija. Anita Rosena. Jautājumi un atbildes. 223 lpp.
3.	Handbook of electronic and digital acquisitions. The Haworth Press, 2006.

**Additional Literature**

1.	Satura mārketinga internetā. Valērijs Praude, Jeļena Šalkovska, 256 lpp.
----	--

For general use	Valid from 01.03.2021.	Version 3	page 3 from 4
-----------------	------------------------	-----------	---------------

- |    |   |
|----|---|
| 2. | Marketing the e-business, Routledge, 2003 |
|----|---|

<b>Recommended Periodicals</b>
--------------------------------

- |    |   |
|----|---|
| 1. | Dati par tirgu un pētījumiem: <a href="http://www.kantartns.lv">http://www.kantartns.lv</a> |
|----|---|