**Course title: E-Business in Finance and Banking**

Year of Studies: first

Semester: second

Active classes: : 45 lectures and 45 studying research work

Course status: elective

Condition: no condition

Numbers of ECTS: 9

**Course objective:**

The objective of this course is to prepare students to acquire knowledge about the possibilities of applying models and technologies of e-Business and modern information and communication systems in business systems management. Introduce students to the latest technologies and capabilities offered by the Internet and multimedia in the areas of banking, central banking, marketing, accounting, production, sales and distribution of goods and services, By studying the basic principles and key factors of e-business and electronic payment models students gain theoretical knowledge and practical knowledge in order to recognize them and use some of them on practical problem solutions.

**Course outcome:**

Based on the knowledge and skills mastered in the course students should be able to install and use software solutions for electronic business in the immediate banking and commercial practice.

**Course content:**

1. Concept, definitions and trends of electronic commerce,

2. Infrastructure for e-business

3. E-commerce infrastructure management

4. Global electronic commerce, financial electronic commerce,

5. Functions, components and products on electronic market,

6. Virtual organizations,

7. E-commerce models: B2B, B2C, C2C

8. E-commerce models: e-government, m-commerce, e-education

9. Strategies of electronic business,

10. E-Banking (electronic banking) and risk management in e-commerce

11. Managing the supply chain - SCM

12. ERP systems

13. Customer relationship management - CRM

14. Data protection in electronic business: cryptography, security protocols

15. The development of e-business applications

16. SWIFT technology - standards, message models and changes process

17. SWIFT, infrastructure, network and services

18. Payment models and instruments in payments systems

19. Models and structures of big payment systems: FEDWIRE, RTGS+, TARGET/Target2, RTGS in Serbia

**Methods of teaching:**

Ex-catedra, interactive teaching, discussion groups,seminars, projects research work:

e-business models application on problem solution, modeling of small business applications

**Grading:**

1. Activities during lectures - up to 10 points

2. Seminar paper - up to 20 points

3. Draft of scientific idea of research project - up to 30 points

4. Public defense of draft of scientific idea of research project - up to 40 points

Final grade is calculated from points obtained according to the following scale:

55- 64 points – grade (6)

65- 74 points – grade (7)

75- 84 points – grade (8)

85- 94 points – grade (9)

over 95 points – grade (10)

**Literature:**

1. Dave Chaffey, E-Business and E-Commerce Management, Pearson Educations, Harlow,

2007.

2. Efraim Turban, David King, Dennis Viehland, Jae Lee, Electronic Commerce 2006: a managerial perspective, Pearson Education, 2006.

3. Efraim Turban, McLean Ephraim, Wetherby James “Informaciona tehnologija za menadžment”, Zavod za udžbenike , Beograd 2003

4. Kenneth C. Laudon, Carol Guercio Traver, E-commerce: business, technology, society, Pearson Educations, Boston, 2004.

5. S.Rankov, “SISTEMI VELIKIH PLAĆANJA U SVETSKOJ BANKARSKOJ INDUSTRIJI”, monografija, Udruženje banaka Srbije, Beograd, 2007.