

# COURSE OUTLINE

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## Electronic Transactions

by  
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# Contact Info

## Tutors:

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Course Material: <http://academics.epu.ntua.gr>

# Mission

- Understand the fundamental issues in eTransactions
- Get to learn what eBusiness and eGovernance is
- Familiarisation with Web technologies and Applications used by enterprises and organisations
- Enhancement of your IT background knowledge in domains needed in the market

# Course Structure <sup>1/2</sup>

Section	Contents
<b>1. Introduction to eTransactions</b>	History, Internet and the Web, Definitions, Basic Keywords, Why eTransactions? Benefits, Risks, Trends
<b>2. The B2x world</b>	Business-to-Consumer, Business-to-Business, Business-to-Government, Business-to-Bank, Business Models in the Internet Era, Case Studies
<b>3. Electronic Supply Chain Management</b>	eSCM, Tradition vs. Modern Approaches, Virtual Organisation, Virtual Factories, New needs, Trends, Solutions, Case Studies, Industry 4.0, Product-Service Coexistence
<b>4. Government and eTransactions</b>	Government and IT, eGovernment Systems, eParticipation, Policy Modelling, Gov2.0, Case Studies
<b>5. Interoperability</b>	Interoperability Key Issues, Elements, Relations to Other Sciences, Enterprise Interoperability, eGovernment Interoperability, Case Studies

# Course Structure *2/2*

Section	Content
<b>6. Social Media and the New WWW Economy</b>	Web2.0, Social Media, Social Networks, Economy 2.0, Emerging Opportunities, Trends, Case Studies
<b>7. Internet of Everything</b>	Internet of Things, Internet of Services, Cloud Computing, Cyber-Physical Systems, Case Studies
<b>8. Open, Linked and Big Data</b>	Open Data Standards, Repositories, Vocabularies, RDF, SPARQL, Hadoop, Storm, Case Studies
<b>9. Semantic &amp; Technical Interoperability in Practice</b>	XML, XSD, Data Modelling, Web Services and SOA, JSON, APIs
<b>10. Organisational Interoperability in Practise</b>	Business Process Definition, Aspects and Characteristics, Modelling methods, Notations, Case Studies
<b>11. Security Issues and Evaluation of eTransactions</b>	Security, Authentication, Authorisation, Legal Issues, Evaluation metrics, eGov Statistics

+ Presentations from Industry and Relevant Projects

# Course Implementation

- In-class lectures
- In-class discussions
- Case Study Presentations
- Assignments to be presented in class

# Course Examination

## 1<sup>st</sup> Option

Final exam without support from notes/textbooks (threshold 5/10)

## 2<sup>nd</sup> Option

0.6 \* Final exam without support from notes/textbooks (threshold 5/10)

+

0.4 \* In-class presentation + report of assignment

# Personal Assignment <sup>(1/1)</sup>

- Optional
- For **individuals** (no team assignment is planned)
- A “hot” topic on eTransactions (to be evaluated)
- 15 min in-class presentation followed by 5min questions
- 5p report with the major findings + bibliography



# Personal Assignment <sup>(2/2)</sup>

- Send your emails to the email box
  - Provisional Title
  - 4-5 lines description of the topic
- **Deadline 28/10/2018**

Selection of 6-9 assignments max

Notification: 31/10/2018

Presentations starting mid December

# Indicative Bibliography

- The Internet!
- Beynon-Davies (2004). *e-Business*. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan
- Chaffey (2002). *E-Business and E-Commerce Management*. Essex, UK: Pearson Education
- Chesher & Kaura (1998). *Electronic commerce and business communications*. London; New York: Springer
- Laudon & Traver (2002). *E-commerce: Business. Technology. Society*. Boston: Addison Wesley
- Phillips (2003). *E-Business Strategy: Text And Cases*. Maidenhead, UK: McGraw-Hill Education
- Siegel (2004). *Internet Marketing: Foundations and Applications*. Boston: Houghton Mifflin Company
- Turban, King, Lee, Warketin, & Chung (2009). *Electronic commerce: a managerial perspective*. Upper Saddle River, NJ: Pearson Education, Prentice Hall

# QUESTIONS

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