

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	SCHOOL OF AGRICULTURAL SCIENCES		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF FOOD SCIENCE & TECHNOLOGY		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>FST_X04</b>	<b>SEMESTER</b>	<b>7<sup>th</sup> or 9<sup>th</sup></b>
<b>COURSE TITLE</b>	ELECTRONIC COMMERCE		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
Lectures	2		
Exercises	2		
	<b>4</b>	<b>5</b>	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	<i>specialised general knowledge skills development</i>		
<b>PREREQUISITE COURSES:</b>	No prerequisite courses		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	Greek		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE WEBSITE (URL)</b>			

### 2. LEARNING OUTCOMES

#### Learning outcomes

*The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

The aim of this course is to give students the basic knowledge of e-commerce concepts, its usefulness for food businesses, the required technologies and the possibilities offered.

Upon completion of this course, students will be able to:

1. understand the concept of e-commerce and the technologies needed for its operation
2. understand the opportunities presented for developing new services for consumers, citizens, businesses etc. through the exploitation of new technologies, new means of interaction and social networking, emerging communication channels,
3. have the skills to contribute to the implementation of e-commerce solutions, and to address effectively the various practical issues

#### General Competences

*Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?*

*Search for, analysis and synthesis of data and Project planning and management*

<i>information, with the use of the necessary technology</i>	<i>Respect for difference and multiculturalism</i>
<i>Adapting to new situations</i>	<i>Respect for the natural environment</i>
<i>Decision-making</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Working independently</i>	<i>Criticism and self-criticism</i>
<i>Team work</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an international environment</i>	.....
<i>Working in an interdisciplinary environment</i>	<i>Others...</i>
<i>Production of new research ideas</i>	.....

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*  
*Adapting to new situations*  
*Decision-making*  
*Working independently*  
*Criticism and self-criticism*  
*Production of free, creative and inductive thinking*

### 3. SYLLABUS

The course content includes the following:

1. Introduction to e-commerce
2. Necessary online and web technologies for e-commerce (1/2)
3. Necessary online and online technologies for e-commerce (2/2)
4. Security and protection of information
5. Transactions - Financial Issues
6. Electronic Data Interchange-EDI
7. E-Commerce Strategies
8. Cases of using successful e-commerce strategies (1/2)
9. Cases of using successful e-commerce strategies (2/2)
10. E-commerce development methodology
11. Overview of relevant e-commerce infrastructure (1/2)
12. Overview of relevant e-commerce infrastructure (2/2)
13. Material overview

### 4. TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	<i>Face-to-face, Hands-on experience with ICT</i>	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>Lectures using Power Point presentations, suspension of educational material in eclass</i>	
<b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic</i>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	39
	Exercises	13
	Study and analysis of bibliography	40
	Essay production	33

<i>creativity, etc.</i>  <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>		
	Course total	<b>125</b>
<p align="center"><b>STUDENT PERFORMANCE EVALUATION</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>It will be based on the following criteria (combined or not) depending on the number of students participating in the course.</p> <ul style="list-style-type: none"> <li>• Written exam at the end of the semester with development questions, short answer questions and / or multiple-choice questions, or a combination of the above</li> <li>• Project evaluation</li> </ul>	

#### 5. ATTACHED BIBLIOGRAPHY

Βλαχοπούλου, Μ., Δημητριάδης, Σ., (2013) Ηλεκτρονικό Επιχειρείν και Μάρκετινγκ, Καινοτόμα μοντέλα σε ψηφιακό περιβάλλον, Rosili, Αθήνα.

Πασχόπουλος, Α., Σκαλτσάς, Π., (2006), «Ηλεκτρονικό εμπόριο : επιχειρηματική στρατηγική και marketing στο διαδίκτυο», Κλειδάριθμος, Αθήνα.

Chaffey, D.,(2011). E-business and e-commerce management : strategy, implementation, and practice, 5th ed., N.J.: Prentice Hall.

Strauss, J., Ansary, A.,Frost, R., (2003), «E-marketing», Upper Saddle River, N.J.: Prentice Hall.