

**Faculty of International Economics and Administration**  
**Department: Informatics**  
**Professional area: Informatics and Computer Studies**  
**Major: WEB Design**  
**Educational – and - qualification Degree: Master**

### **COURSE DESCRIPTION**

1. Course unit title: **Electronic Business**
2. Course unit code: MAN 1059
3. Type of course unit: compulsory
4. Level of course unit: Master
5. Year of study: second
6. Semester: third
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Prof. Teodora Bakardzhieva PhD
9. Learning outcomes of the course unit: The main objective of the course is to expand students' knowledge in the field of electronic business with emphasis being placed on the techniques of internet banking and electronic security. Students obtain skills enabling them to work in a secure mode of electronic transactions.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: Students need to have certain knowledge in the field of computer networks and Internet technologies, as well as knowledge of some fundamental formulations from the theory and practice of management and marketing. This course is preceded by an introductory one, which students do in the Bachelor's programme.
12. Course contents (annotation): The course aims to present the latest technologies in electronic business and internet banking. It introduces students to online banking services, with a special emphasis being placed on the Bulgarian banking system. Students look into the electronic services available to citizens and business entities in Bulgaria.
13. Recommended or required reading:  
<https://eschool.vfu.bg/course/view.php?id=6>  
Бакърджиева, Т. Електронен бизнес – технологии и мрежи, ВСУ „Черноризец Храбър” университетско издателство, 2006, 331 стр.  
Краев Л., В. Краева, П. Емилова, Електронен бизнес, Изд. Фабер, 2011  
Върбанов Р. и колектив, Информационни технологии в бизнеса, Изд. Фабер, 2011  
<http://www.knigiko.com/index.php?p=book&src=69>  
Интернет маркетинг и Електронен бизнес,  
[http://www.info-class.com/marketing/internet\\_marketing/internet\\_marketing.htm](http://www.info-class.com/marketing/internet_marketing/internet_marketing.htm)
14. Planned learning activities and teaching methods: The course is taught through electronic web-based resources, specially designed for the purpose. Individual discussions with each student are held to ensure they do thorough and specific research on their project assignments.
15. Assessment methods and criteria: Students are assessed on the basis their active participation in the study process throughout the semester. They are given the opportunity to present in front of an audience their own research on a chosen topic from the synopsis. Continuous assessment represents 20% of students' total grade. The total grade also comprises a project assignment and a final test, each of which represent 40% of the final grade.
16. Language of instruction: Bulgarian
17. Work placement: project assignment