



COURSE DESCRIPTION

1. GENERAL

GENERAL			
SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	INF130	SEMESTER	6 th
COURSE TITLE	E-Business in Tourism		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	ECTS
Lectures		4	5
COURSE CATEGORY	Skills Development		
COURSE TYPE	Elective		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1216/		
ECLASS			

2. TEACHING RESULTS

Teaching Results
Upon successful completion of the course, the student will be able to: <ul style="list-style-type: none">• recognize and understand the organizational, administrative, and technological framework around digital also operates e-commerce.• perform market analysis for e-commerce activities.• distinguish between models and manage digital business and e-business activities trade.• become familiar with the electronic environment and existing strategies.• analyze, synthesize, and evaluate change management requirements and strategies.• use market, performance, and targeting metrics and indicators.• know supply chain management methods.• implement e-commerce applications and services.
General Skills

3. CONTENT

This course aims to introduce students to the technological principles of the Internet, e-business strategies and models, as well as the social and ethical issues surrounding the Internet. Students will gain a better understanding of how hospitality and tourism organizations operate online.

The course plan per week in the total of 13 weeks of lessons is as follows:

Theoretical Lectures

Week 1

Introduction to digital business and e-commerce

Week 2

Market analysis for e-commerce activities



Week 3

Digital Business Infrastructure Management

Week 4

Electronic environment

Week 5

Digital business strategy

Week 6

Digital Marketing

Week 7

Electronic supplies

Week 8

Customer relationship management

Week 9

Change management

Week 10

Analysis and design

Week 11

Web Content Management

Week 12

Implementation and optimization of digital business services

Week 13

Case study

Lab Lectures

The lab lectures are organized with the aim of applying the theory in practical exercises and examples. There is a lab lecture planned for each theoretical lecture.

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	Use of ICT in teaching
	Learning process support through the e-class electronic platform (https://opencourses.ionio.gr/courses/DTO212/)
	Use of ICT in communication with students
TEACHING STRUCTURE	Activity
	Lectures
	Literature Study and Analysis
	Course Total (ECTS: 5)
EVALUATION OF STUDENTS	Semester Workload
	52
	73
EVALUATION OF STUDENTS	125
	Students will be evaluated by:
	<ul style="list-style-type: none">• Final written exam (100% of grade) which may include:<ul style="list-style-type: none">◦ Multiple choice questions◦ Short answer questions• The evaluation is accessible to students for further explanations regarding their improvement.



5. BIBLIOGRAPHY

1) ΨΗΦΙΑΚΕΣ ΕΠΙΧΕΙΡΗΣΕΙΣ ΚΑΙ ΗΛΕΚΤΡΟΝΙΚΟ ΕΜΠΟΡΙΟ: ΣΤΡΑΤΗΓΙΚΗ, ΥΛΟΠΟΙΗΣΗ ΚΑΙ ΕΦΑΡΜΟΓΗ

Έκδοση: 6η Αμερικανική/2016

Συγγραφείς: DAVE CHAFFEY

Τύπος: Σύγγραμμα

Διαθέτης (Εκδότης): ΕΚΔΟΣΕΙΣ ΚΛΕΙΔΑΡΙΘΜΟΣ ΕΠΕ

2) ΗΛΕΚΤΡΟΝΙΚΟ ΕΠΙΧΕΙΡΕΙΝ

Έκδοση: Β' ΈΚΔΟΣΗ/2013

Συγγραφείς: ΓΕΩΡΓΟΠΟΥΛΟΣ ΝΙΚΟΛΑΟΣ, ΠΑΝΤΑΖΗ ΜΑΛΑΜΑΤΕΝΙΑ-ΑΛΜΑ, ΒΑΓΓΕΛΑΤΟΣ ΙΩΣΗΦ, ΚΟΠΑΝΑΚΗ ΕΥΑΓΓΕΛΙΑ, ΝΙΚΟΛΑΡΑΚΟΣ ΕΥΑΓΓΕΛΟΣ

?????: ?????????

Διαθέτης (Εκδότης): ΕΥΓΕΝΙΑ ΑΣΤ.ΜΠΕΝΟΥ

3) Ηλεκτρονικό επιχειρείν

Έκδοση: 1η έκδ./2007

Συγγραφείς: Πολλάλης Γιάννης Α., Γιαννακόπουλος Διονύσης Ι.

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Διαθέτης (Εκδότης): ΕΚΔΟΣΕΙΣ ΣΤΑΜΟΥΛΗ ΑΕ