

Faculty of International Economics and Administration
Department of Economics
Professional area: Economics
Major: Finance
Master's Degree Programme: Financial and Bank Management and Marketing
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Code: INF3010
2. Title: E-business and Internet Banking
3. Type: elective
4. Cycle: second
5. Year of study when the component is delivered: first
6. Semester/trimester: second
7. Number of ECTS credits allocated: 4,5
8. Name of lecturer(s): Prof. Teodora Bakardzieva, PhD
9. Learning outcomes: the course aims to presents e-business and internet banking to students. They are introduced to the online banking services; special attention is paid to the Bulgarian banking system. Students examine electronic services for citizens and businesses in Bulgaria.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: Students must have knowledge in e-business, Marketing, Informatics, Banking, Management.
12. Course content: E-business; E-security – policy and procedures, Internet banking; BPMS (BUSINESS PROCESS MANAGEMENT SYSTEM); SAP (System Analysis and Protocol Development), etc.
13. Recommended or required reading and other learning resources/tools:

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, 2006, 331 .

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<http://www.knigiko.com/index.php?p=book&src=69>

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http://www.info-class.com/marketing/internet_marketing/internet_marketing.htm
14. Planned learning activities and teaching methods: lectures, presentations, case studies and project assignments.
15. Assessment methods and criteria: Evaluation is based on the students' active participation during the whole semester. During the course students have the opportunity to present a research on a chosen topic from the questionnaire in front of their colleagues. Successful presentation forms 40% of the total exam grade. The overall assessment is based on participation in the educational process and development of a project assignment, which includes a comparative analysis of at least two companies that apply the technology of e-business and internet banking.
16. Language of instruction: Bulgarian, English