

Faculty of Architecture
Department of Arts
Professional area: Visual Arts
Specialty: Fashion Design
Educational and qualification degree: Bachelor

LECTURE COURSE DESCRIPTION

- 1. Course unit title:** E-business
- 2. Course unit code:** INF1490
- 3. Type of the course unit:** elective
- 4. Level:** Bachelor
- 5. Year of study when the component is delivered:** fourth
- 6. Semester:** eighth
- 7. Number of ECTS credits allocated:** 6
- 8. Name of lecturer(s):** Assoc. Prof. Evgenia Rakitina, PhD
- 9. Learning outcomes:** The students acquire knowledge in the field of e-business, with a special focus on Internet banking and e-security techniques, and acquire skills to work in safe mode of electronic transactions.
- 10. Mode of delivery:** face-to-face
- 11. Prerequisites and co-requisites:** The course includes knowledge of computer networks and Internet technologies, as well as basic theoretical and practical aspects of management and marketing.
- 12. Course content:** The aim of the course is to present the latest e-business and internet banking technologies. The course introduces students to on-line banking services, paying special attention to the Bulgarian banking system. The students examine the e-services for citizens and business in Bulgaria.
- 13. Recommended or required reading and other learning resources/tools:**

<https://eschool.vfu.bg/course/view.php?id=6> , . –
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2006, 331 . K . , . , . , . ,
2011 . , .
, 2011 <http://www.knigiko.com/index.php?p=book&src=69>
, http://www.info-class.com/marketing/internet_marketing/internet_marketing.htm
- 14. Planned learning activities and teaching methods:** specially prepared electronic web-based learning resources are provided; discussions are held on the development of the course project individually with each one to achieve depth and specificity of the study.
- 15. Assessment methods and criteria:** The assessment is based on the activity of the students during the whole semester. Students are given the opportunity to present their work on a theme chosen by them in front of audience. The continuous assessment determines 20% of the total mark of the exam. The overall mark is also formed by the preparation of a course

project. The defence of the course project gives 40% and finally a test is taken, which determines 40% of the total mark.

16. Language of instruction: Bulgarian

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