

Faculty of International Economics and Administration
Department: International Economics and Politics
Professional area: Economics
Major: Marketing
Inter-University Program: International Marketing
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: Electronic Business and Internet Banking
2. Course unit code: INF 3010
3. Type of course unit: optional
4. Level of course unit: Master
5. Year of study: first
6. Semester: first, second
7. Number of credits allocated: 3
8. Name of lecturer(s): Prof. Teodora Bakardjieva, PhD
9. Learning outcomes of the course unit: Students expand their knowledge in the field of e-business, with particular emphasis on the techniques associated with internet banking and electronic security and acquire skills for work in protected mode of electronic transactions.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: the course includes knowledge in the field of computer networks and Internet technologies as well as basic formulations of the theory and practice of management and marketing. This course is preceded by an introductory one in student's Bachelor's degree training.
12. Course contents: the objective of the course is to present the latest technologies of e-business and Internet banking. The course introduces students to the online banking services, paying particular attention to the Bulgarian banking system. Students examine the electronic services for citizens and businesses in Bulgaria.
13. Recommended or required reading:
<https://eschool.vfu.bg/course/view.php?id=6>
Бакърджијева, Т. Електронен бизнeс – технологии и мрежи, ВСУ „Черноризец Храбър” университетско издателство, 2006, 331 стр.
Краев Л., В. Краева, П. Емилова, Електронен бизнeс, Изд. Фабер, 2011
Върбанов Р. и колектив, Информационни технологии в бизнeса, Изд. Фабер, 2011
<http://www.knigiko.com/index.php?p=book&src=69>
Интернет маркетинг и Електронен бизнeс,
http://www.info-class.com/marketing/internet_marketing/internet_marketing.htm
14. Planned learning activities and teaching methods: the students are provided with specially prepared electronic web-based learning resources; discussions are held on developing a project assignment individually with each student in order some depth and specificity of the research to be achieved.
15. Assessment methods and criteria: the assessment is based on the activity of the students during the semester. Students are provided with the opportunity to present publicly their works on a chosen topic from the synopsis. The continuous assessment determines 20% of the overall exam grade. The overall grade is also determined by the development of a project assignment. The defence of the project gives 40% and finally students sit for a test which determines 40% of the overall grade.
16. Language of instruction: Bulgarian
17. Work placement(s): a project assignment