COURSE OUTLINE

(1) GENERAL

SCHOOL	ECONOMICS and BUSINESS ADMINISTRATION
ACADEMIC UNIT/PARTICIPATING UNITS*	Department of Economics
PARTICIPATING INSTITUTIONS**	-
POSTGRADUATE PROGRAMME: TITLE OF POSTGRADUATE PROGRAMME	Innovative and Sustainable Entrepreneurship
LEVEL OF STUDIES	Post-graduate
COURSE CODE	KAE-05 SEMESTER 1st
COURSE TITLE	E-Entrepreneurship and Digital Marketing

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	WEEKLY TEACHING HOURS	CREDITS
	3	6

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Specialized background.
PREREQUISITE COURSES:	None.
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek with English terminology.
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No.
COURSE WEBSITE (URL)	To be announced

*Στην περίπτωση Διακρατικού, Διιδρυματικού ή Διατμηματικού ΠΜΣ συμπληρώνονται όλα τα συμμετέχοντα Τμήματα και χαρακτηρίζεται σε παρένθεση το επισπεύδον, π.χ. Φυσικής (επισπεύδον)

**Συμπληρώνεται μόνο στην περίπτωση Διακρατικού ή Διιδρυματικού ΠΜΣ

(2) LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A
- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong*

Learning and Appendix B

- *Guidelines for writing Learning Outcomes*

Upon completion of the course, students are expected to:

- Utilize the fundamental concepts, principles, and models of E-Commerce.
- Recognize the basic models of E-Commerce (e.g., B2C, B2B, C2C, and hybrid models).
- Apply the technological tools required for the operation and management of E-Commerce.
- Possess the fundamental knowledge and analytical skills required for the successful launch and management of E-Commerce.
- Develop an entrepreneurial mindset and orientation, understanding the concepts of innovation, foresight, risk-taking, autonomy, and competitive aggressiveness.
- Apply basic strategies and tactics of Digital Marketing for E-Commerce, such as search engine optimization (SEO), social media marketing, email/SMS marketing, and paid advertising.
- Understand the key elements of consumer behavior in digital media and apply the principles of segmentation, targeting, and positioning within the E-Commerce framework.
- Make data-driven decisions, identifying new ways to improve the business's performance in digital media.
- Examine the legal, regulatory, and ethical aspects governing the operation of E-Commerce and Digital Marketing (e.g., data protection, privacy, and transparency).
- Be familiar with modern technological trends, such as mobile commerce, augmented reality, and artificial intelligence.
- Acquire and apply the necessary knowledge, skills, and mindset to succeed in the dynamic and competitive environment of E-Business.
-Be able to understand the fields of the business model canvas in the context of digital business
-Be able to apply the business canvas tool to describe and analyze the operation of real e-business examples (case study analysis)
-Be able to create and develop the business canvas model for describing and analyzing their own business digital idea

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	*Project planning and management*
	Respect for difference and multiculturalism
	Respect for the natural environment
Adapting to new situations	*Showing social, professional and ethical responsibility and sensitivity to gender issues*
Decision-making	
Working independently	*Criticism and self-criticism*
Team work	*Production of free, creative and inductive thinking*
Working in an international environment	
Working in an interdisciplinary environment	*......*
	Others...
Production of new research ideas	*.......*

Search for, analysis and synthesis of data and information, with the use of the necessary technology, Adapting to new situations, Decision-making, Working independently, Team work, Project planning and management, Respect for difference and multiculturalism, Criticism and self-criticism.

(3) SYLLABUS

The course offers specialized knowledge on electronic entrepreneurship and digital marketing. In particular, the course covers the following topics:

1. Introduction to E-Commerce (Definitions and evolution of e-commerce, Difference between electronic business and electronic commerce, Categories and models of E-Commerce - e.g., B2B, B2C, C2C, and hybrid models, Key success factors and challenges)

2. E-Commerce Business Models (Analysis of revenue models in e-commerce, Advantages and disadvantages of various models)

3. Technological Infrastructure of E-Commerce (Key technologies supporting e-commerce, Online payment processes and security, E-commerce platforms, examples of digital technologies for the development of new digital products and services.)

4. E-Commerce Management and Strategy (Strategies for growth and differentiation in digital markets, Planning and developing e-commerce businesses)

5. Entrepreneurship in E-Commerce (Digital entrepreneurship, Entrepreneurial mindset/orientation and generating new business ideas with the utilization of digital technologies, developing innovation, risk analysis, and identifying opportunities)

6. Business Canvas and use of digital technologies to support it. Analysis using the business canvas tool of specific case studies (Case study analysis) of real enterprises with e-business activity.

7. Practical guide and steps for designing a new e-commerce business enterprise (Purchase of a digital business domain, choosing an ebusiness platform, creating an e-shop, managing and renewing an online store, evaluating online stores, using evaluation metrics).

8. Digital Marketing (Definition and evolution of digital marketing, Channels and tools of digital marketing - e.g., Search Engine Optimization (SEO) Strategies, Email and SMS Marketing, Social Media Marketing, Integrated marketing communication)

9. Financial Planning of e-commerce enterprises

10. Data Analysis and Decision-Making (Data analysis from digital campaigns, Google Analytics, KPIs, and data-driven decision-making)

11. Consumer Behavior in Digital Media (Key principles of segmentation, targeting, and positioning, Digital purchasing behavior and influencing factors, Techniques for tailoring messages and products to different consumers)

12. Legal, Ethical, and Regulatory Aspects of E-Commerce (Data protection and privacy (GDPR), Ethical challenges in digital marketing and entrepreneurship, Transparency and trust in digital transactions)

13. Modern Technological Trends and the Future of E-Commerce (Artificial intelligence and automation in e-commerce, Mobile devices and augmented reality technologies, Innovations and future market predictions).

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	• Utilization of the MS Teams platform-Synchronous and asynchronous education platform: To conduct distance learning lectures, online meetings with students to discuss any questions and to post course content and relevant educational material such as case studies of digital products/services businesses. • Utilization of Open eClass platform - Asynchronous Distance Learning Platform for

	posting course content (case studies, announcements, notes of thematic units). Through this platform, students will be able to retrieve the knowledge they acquired during the course and recall it whenever they wish and apply it in practice through the promotion of exercises on the online platform • Use of computer and software to create Power point presentations with internet connection (Internet use and use of educational videos) • Utilization of the official digital portal and Platform Elevate Greece https://elevategreece.gov.gr/el/ for the critical analysis of start-ups in digital business.
TEACHING METHODS *The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	<table><tr><td>*Activity*</td><td>*Semester workload*</td></tr><tr><td>Lectures, Interactive teaching</td><td>39</td></tr><tr><td>Study and analysis of bibliography</td><td>56</td></tr><tr><td>Individual Project</td><td>36</td></tr><tr><td>Course total (25 hours of workload per ECTS credit)</td><td>150 hours (total student workload)</td></tr></table>
STUDENT PERFORMANCE EVALUATION *Description of the evaluation procedure* *Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other* *Specifically-defined evaluation criteria are given, and if and where they are accessible to students.*	• Multiple choice exam paper with justification (60% of final grade) • 5000 words - Individual project (40% of final grade)

(5) RECOMMENDED BIBLIOGRAPHY

Suggested bibliography:

- Dave Chaffey, Tanya Hemphill, David Edmundson-Bird (2022). Digital Business and E-Commerce Management, Code in Evdoxos: 112694737, Edition: 7th 2022, ISBN: 9789606453441

- Chaffey, D., & Smith, P. R. (2022). Digital marketing excellence: planning, optimizing and integrating online marketing. Routledge.

- Barringer, B.R. & Ireland, D. (2019) Entrepreneurship: Successfully Launching New Ventures 6th edition, Pearson

- Laudon. K.C. & Traver, C.G. (2024) E-commerce 2023–2024: business. technology. society., Global Edition, 18th edition

Related academic journals: Electronic Commerce Research, Electronic Commerce Research and Applications, Entrepreneurship Theory and Practice, Journal of Social Entrepreneurship, Journal of Innovation and Entrepreneurship, Journal of Research in Interactive Marketing, Journal of Interactive Marketing.