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|---|---------------------------|---------------------------------|-----------------|---------------------|
| <b>Study program / course:</b> Mechanical Engineering   |                           |                                 |                 |                     |
| <b>Type and level of study:</b> Master academic studies   |                           |                                 |                 |                     |
| <b>Course:</b> E-business and Customer Relationship Management (CRM)  |                           |                                 |                 |                     |
| <b>Lecturers:</b> Grujović A. Nenad, Slavković B. Radovan   |                           |                                 |                 |                     |
| <b>Status of course:</b> Obligatory for module M <sub>7</sub> , I semester  |                           |                                 |                 |                     |
| <b>Number of ECTS:</b> 6  |                           |                                 |                 |                     |
| <b>Precondition:</b> No   |                           |                                 |                 |                     |
| <b>The objective of course</b><br>Introduction to E-commerce technology. Understanding Internet technology for buying, selling management relationship with customers and partners. Design and produce e-business systems.  |                           |                                 |                 |                     |
| <b>The outcome of course</b><br>After this course and final exam, students will be able to deal with basic technologies in e-business and e-commerce. Also, student will be able to analyze market demands using Internet and will have autonomy for design and development of solutions for e-business.  |                           |                                 |                 |                     |
| <b>Syllabus</b>   |                           |                                 |                 |                     |
| <b>Theoretical study</b><br>Introduction to e-business and e-commerce. E-business infrastructure (communication networks, business information systems, EDI standards, SWIFT and ACH, relation types, financial transaction automation, ATM and POS). Security in e-business (cryptography algorithms, digital sign and certificate, security standards and protocols). Electronic payment systems. Mobile commerce (M-commerce services and applications), payment cards, electronic transactions. Business on Internet (business models, design and application development). E-marketing. Creation of electronic documentation. Introduction to Customer Relationship Management systems (CRM). CRM for support to customers: call centers, automated contact centers. Selling automation and mobile CRM. E-CRM development and interaction with e-business. Analytical CRM. Architecture of CRM systems: client and server components, data management models. Security of CRM systems: objective approach to security, user policy management. Overview of CRM systems, selection principals, future of CRM systems. |                           |                                 |                 |                     |
| <b>Practical classes</b><br>Creation of e-shop and its management. Application of commercial and open source CRM systems. Development of research strategies in the e-business and CRM.   |                           |                                 |                 |                     |
| <b>Recommended reading</b><br>[1] <a href="http://www.elearning.kg.ac.yu">www.elearning.kg.ac.yu</a><br>[2]V. Pantović : Actual business and Internet technology, Energoprojekt InGraf, Belgrade, 2002.<br>[3]V. Vasović: Payment systems for e-business, FON, 2007.<br>[4] Turban E. and King D.: Introduction to E-Commerce, Prentice Hall - Pearson Education, 2003<br>[5] Dyché J.: CRM Handbook, Addison Wesley, 2006  |                           |                                 |                 |                     |
| The number of hours of active teaching:   |                           |                                 |                 | Other classes:<br>1 |
| Theory:<br>2  | Practical classes:<br>1.6 | Other forms of teaching:<br>0.4 | Research study: |                     |
| <b>Methods of teaching</b><br>Theoretical lectures and exercises in computer lab. Teaching material available on e-learning portal of University e-learning Center.   |                           |                                 |                 |                     |
| <b>Evaluation of knowledge</b>  |                           |                                 |                 |                     |
| <b>Pre-final exam obligations</b>   | <b>Points</b>             | <b>Final exam</b>               | <b>Points</b>   |                     |
| Activities during the classes:  | <b>10</b>                 | Oral                            | <b>30</b>       |                     |
| Practical classes:  | <b>20</b>                 |                                 |                 |                     |
| Colloquiums(s) :  | <b>20</b>                 |                                 |                 |                     |
| Seminar(s) :  | <b>20</b>                 |                                 |                 |                     |