

General information		
Course instructor	Tomislav Car, PhD, Assistant Professor Maya Ivanova, PhD, Associate Professor	
Name of the course	E-Business in Hospitality	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2nd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. COURSE DESCRIPTION		
1.1. Course objectives		
<p><i>To introduce students to the concept of e-business and the dynamic environment that determines it. To enable students to identify the motivations, reasons, causes for and effects of using e-business in hospitality (viewed from the perspective of various problem areas defined by the course contents). One of the course's ultimate and major objectives is to enable students to formulate/design/improve business concepts using the acquired knowledge, skills and competencies.</i></p>		
1.2. Course enrolment requirements		
Passed Business Informatics course (1st Year)		
1.3. Expected learning outcomes		
<p>After successfully completing the course, students will be able to:</p> <ul style="list-style-type: none"> • Recognise the importance of the development of modern business operations and environments (digital) and the development of (e-)business operations in tourism which depends on it; • Correctly interpret and describe the significance of e-business in the tourism sector; • Recognize and describe electronic business from two perspectives: macro-level and micro-level; • Synthesise and combine the acquired knowledge to improve the level of e-business. 		
1.4. Course content		
Context of modern electronic business; Trends in Electronic Business; Internet /WWW as a business platform; Areas of e-business; Semantic Web; Web Sites and business; Computer graphics; Website design / development; Social networks in business; Google Business Tools; SEO / SEM; Business reservation systems; Business Optimization / Analysis (semRUSH); CMS systems; Business security and challenges		
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship

	<input type="checkbox"/> fieldwork		<input type="checkbox"/> other				
1.6. Comments	Computer-assisted lectures, computer-based seminars, presentation of students' projects / case studies.						
1.7. Student responsibilities							
Attendance (lectures, seminars / exercises), preparation and presentation of a case study, teamwork, part-time exam and final exam.							
1.8. Monitoring of student work ¹							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	0,7
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
Busulwa, R., Evans, N., Oh, A. (2021). Hospitality Management and Digital Transformation, 1st Editions. London & NY: Routledge.							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
Marques, J. (2023). Digital transformation of the Hotel Industry: Theories, practices, and global challenges. Springer Nature. Waluyo, A. B., & Tan, L. (Eds.). (2022). Mobile Computing and Technology Applications in Tourism and Hospitality. IGI Global.							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title			Number of copies	Number of students			
Busulwa, R., Evans, N., Oh, A. (2021). Hospitality Management and Digital Transformation, 1 st Editions. London & NY: Routledge.			5				
Waluyo, A. B., & Tan, L. (Eds.). (2022). Mobile Computing and Technology Applications in Tourism and Hospitality. IGI Global.			5				

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.

<i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.		