A MASTER SCHOOL OF APPLIED COMPUTER SCIENCES AS INCUBATION CENTER FOR E-COMMERCE STARTUPS

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Abstract

Usually, entrepreneurs are rich on ideas but poor on experience, so the lecturers of the master school offer varying levels of mentoring to its studentsdepending on their needs, help them todevelop their idea and business model further.

E-Commerce is one of the fastest growing industries in the world and yet there is a dearth of e-Commerce-ready talent in the country. The school's enriching and most extensive curriculum imparts training on various domains associated with e-Business. Students are trained and groomed to setup and manage the online business of any organization with an entrepreneurial spirit.
A Master School of Applied Computer Sciences in universities is the largest center for e-Commerce Excellence imparting e-Commerce education, professional training and enabling the students to launch and run their own e-businesses independently.
Many aspiring students have a feasible business idea but lack basic resources vital for starting a venture.

There isn't an incubation center in Albania to assist a startup in e-commerce, so this role is playing in the master school of Albanian universities.

In this paper, we are presenting my best practices during ten years, in this academic and professional field and some cases to collaborate with each otherenabling our students to setup and manage the online business with an entrepreneurial spirit.

Keywords: e-commerce, master school, start-up, marketspace, entrepreneurs.

I. THE CONCEPT OF UNIVERSITY CAMPUS –A PLACE OF EVERY DAYEVENTS

Usually, entrepreneurs are rich on ideas but poor on experience, so the lecturers of the master schooloffer varying levels of mentoring to its students depending on their needs, help them to develop theiridea and business model further.

University campuses are nothing if not eventful — students have tons of activities to choose from every day.

Lectures, study groups, and job fairs are all par for the campus programming course. Make your university event stand out with these modern and inclusive event ideas.

Computer science is an ideal career choice for students who want to have a big impact on their futureworld. Through the technical revolution, students can influence the major developments that arechanging virtually all aspects of our everyday lives.

A Master School in Advances Computer Science will focus on ideas and research that deal with applications of Computer Science that impact the grand challenges in society and the environment.

II. E-COMMERCE - ONE OF THEFASTEST GROWINGINDUSTRIES IN THE WORLD

E-Commerce is one of the fastest growing industries in the world and yet there is a dearth of e-Commerce-readytalent in the country. The school's enriching and most extensive curriculum imparts training on various domainsassociated with e-Business. Students are trained and groomed to setup and manage the online business of anyorganization with an entrepreneurial spirit.

E-commerce is generating thousands of new jobs for young managers in all fields from marketing tomanagement, entrepreneurial studies, and information systems.

Today, e-commerce has moved into the mainstream life of established businesses that have the market brandsand financial muscle required for the long-term deployment of e-commerce technologies and methods. If youare working in an established business, chances are the firm's e-commerce capabilities and Web presence areimportant factors for its success.

If an IT student want to start a new business, chances are very good that the knowledge that learn in IT Schoolwill be very helpful.

During this relatively short time, e-commerce has itself been transformed from its origin as a mechanism foronline retail sales into something much broader. Today, e-commerce has become the platform for media andnew, unique services and capabilities that aren't found in the physical world. There is no physical worldcounterpart to Facebook, Twittter, Google search, or a host of other recent online innovations from Pinterestand iTunes to Tumblr.

Welcome to the new e-commerce!

III. A MASTER SCHOOL OF APPLIED COMPUTERSCIENCES IN UNIVERSITIES IS THE LARGESTCENTER FOR E-COMMERCE

A Master School of Applied Computer Sciences in universities is the largest center for e-Commerce Excellence impartinge-Commerce education, professional training and enabling the students to launch and run their own e-businessesindependently.

The Master of Science program is intended for professionals who wish to broaden and deepen their understanding ofcomputer science. Abroad Universities provide excellent career opportunities with multiple industries. The programprovides a unique opportunity to develop leading-edge in-depth knowledge of specific computer science disciplines.

The students whose primary interests include software engineering, theory, AI, machine learning, vision/graphics, naturallanguage processing, or other core CS areas applying to the Computer Science MS Program.

The IT Faculty offers several workshops to help assist students in reaching their personal and academic goals. Our StudentSuccess Workshops cover a variety of topics related to student success.

The Counseling, Advising and Support Services Center, along with other student services units, offers several workshopsto help assist students in reaching their personal and academic goals. Our Student Success Workshops cover a variety oftopics related to student success.

Make your university event stand out with these modern and inclusive event ideas.

III.1   TURNING DREAMS INTOREALITY

Many aspiring students have a feasible business idea but lack basic resources vital for starting

a venture.An IT Student Workshop brings together students in the computing profession and relatedtechnical fields to exchange knowledge and experience and provide special support forstudents who are pursuing their academic degrees and starting their careers in computing.

Through a program packed with insightful topics and engaging educational and networkingactivities, the students provide an unique experience of the collective energy, drive, and excellencethat professional women share to support each other.

An IT Student Workshop provide participants with an opportunity to present their work,receive feedback, exchange knowledge and establish collaborations with others who share thesame interests. We welcome student submissions that present original ideas and research in anyof the IT themes outlined above.

III.2   DIVERSITY DRIVES SOCIETALCHANGE – SPECIALLY FORGIRLS IN ICTOUR EXPERIENCE

I am an experienced lecturer at Information Technology Faculty, and for ten years I have been teaching avery interesting course which contributes in IT students education "E-business & E-commerce".

Actually, I have designed this course from the beginning based in my experience in business informatics for tenyears, but also my experience at Tirana University and European universities.

Recognizing the lack of Albanian universities in practice, internships with business companies, projects inlaboratories, etc., I thought to give this course a different character from others; I teach students to create theWeb Presence of e-commerce business start-ups starting from the idea, the business model, the revenue model,the infrastructure and technology, the designing of the website and even the Android app. These start-ups aremainly businesses of global services that student community, local, national and all Albanian-speakingcommunity and audience need.

My activity for many years as business informatics consulter has introduced me to business world and theirneeds.

The Course Project is organized in groups of 3 students so that they get used to teamwork; then they appoint aproject manager who deals with management problems during the development of the project.

I usually share the topic of the project in the second week of the semester and it is the same for the whole group.

The general topicis:"The development of Web andmobile Presence of an e-commerce companydesigned by students"

Case study: Company (name of start-upe-commerce company created by students).

From the third week, the groups startpresenting the ideas of their start-ups in frontof the audience and face the first critics andapprovals.

III.3   THE STEPS TO COURSEPROJECT

Meanwhile in the course theory, students learn about the digital economy, types of e-commerce, thenecessary steps to create a successful business model, digital marketing, ways of monetizing audiencesand electronic payments, forms of auctions and digital portals.

Step by step, the gained knowledge is applied to the Course Project which they present in the first hourof the course during the weeks according to the groups.

The Bachelor students of Information Systems are asked to build a simple service business and its website.

The Professional Master students are asked to create a business and the Web Presence, marketing in severalchannels and payment methods.

The Scientific master students are asked to create a business and Web Presence of the website, marketingin some channels and payments as well as creating Mobile Presence with the Android application.

I organize the final presentation of the projects in the auditorium with an extended audience and thestudents feel excited and have desire for cooperation.

III.4   WORKSHOP "20 E-COMMERCEIDEAS" – FIRST STEP OFSTART-UP E-COMMERCE INCUBATION CENTER

Since 2018, I thought of turning project presentation into an IT StudentWorkshop, and together with my colleagues came up with the annualactivity under the auspices of the IT Department:

"20 E-commerce Business ideas" as IT Student PresentationsSession.

The Workshop "20 E-COMMERCE IDEAS" brings together students in thecomputing profession and related technical fields to exchange knowledgeand experience and provide special support for students who are pursuingtheir academic degrees and starting their careers in computing. Through aprogram packed with insightful topics and engaging educational andnetworking activities, STUDENTS courage provides a unique experienceof the collective energy, drive, and excellence that professionals share tosupport each other.

WORKSHOP I"20 E-Commerce Business Ideas" IN A BOOTCAMP2018

The first Workshop 2018 was organized Live with the students of the bachelor Information Systemsbranch and the best project was announced OTA project ofstudents: Xh.P. and Y.Gj.

"OTA"is chosen the BEST PROJECT OF BOOTCAMP 2018.

With two groups of the IS branch students, selected by Workshop I, we participated for the first time in Boot Camp Albania (March 6,2018) which was organized at the campus of University of Durres, in the context of the European Startup Week by AIA in partnership with Albanian Innovation Accelerator and the universities of Durrës, Shkodra, Vlora and Korça.

We were invited to this open innovation activity so that we can all give ideas and suggest solutions to turn cities into powerful centersof economic development in the digital age, making the best use of the capacities and resources that our country offers.

We went in this Boot camp Innovation with the winning group of the IS Student Workshop,"OTA", with Xh.P. as the groupleader and the second group with "My bread" project leaded by E.C.

Innovators are not born. They become. The Boot camp was one of the most intense experiences of coming up with an idea and turningthat idea into a business.

Our group (OTA project) won first prize and took the opportunity to enter the 6-month mentoring to turn the idea into entrepreneurship.

WORKSHOP IILIVE "20 E-Commerce Business Ideas" – 2019

The workshop was held on 01/03/2019 on Friday at 13-19 o'clock. The event was attended with great interest by IT students and was welcomed by Department of Technology Information professors.

Firstly, the students of bachelor Information Systems branch presented, and then the students of Master School in Applied Computer Science.

Each presentation was associated by questions and discussions on project feasibility and support technologies.

In the end, the best project was voted by students and itwas: "TECHALB"

Computer science is an ideal career choice for women who want to have a big impact on their future world. Through the technical revolution, women can influence the major developments that are changing virtually all aspects of our everyday lives. WorkshopII "20 E-Commerce Business Ideas" – 2019will focus on ideas and research that deal with applications of Computer Science that impact the grand challenges in society and the environment.

In the end, the best project GIRLS CAN CODE was voted bystudents and it was:TICKET SYSTEM E-BUS ALBANIA created by two female students.

The Topics of start-up projects in e-commerce 2019 were:

From the student of Bachelor in Information Systems:

- Your Online Psychologist
- My hotel
- Crafts
- Real estate orkide
- Online pharmacy
- E-station
- Pick-a-book

From the student of Professional MasterSchool in "Applied Computer Sciences":

- Handmade
- Onedayinalbania.epizy.com
- Happy days
- E-rafting
- Eamaenergy
- E-drive

From the student of Scientific MasterSchool in "Applied Computer Sciences":

- Ticket system e-bus Albania
- NoQ.AL
- TECHALB

- E-Platform - (Cloud Storage solutions)

WORKSHOP III "20 E-Commerce Business Ideas" – DRAFT (March 14, 2020)

The third workshop remained a draft after the corona virus pandemic spread and the universities were closed.

The Topics of start-up projects in e-commerce 2020 were:

From the student of bachelor in Information Systems:

- Topic: "Go Student"

The project consists of a start-up platform for UAMD students. The goal is connect students who have ideas and aim to make them real; but not only that, also connecting students and businesses that can fund these start-ups is another important aspect of the website..

- Topic: "Gombo Restorant".

This project consists of providing a faster and better service in restaurants using the innovative term "Electronic Menu". Specifically, through a website, orders will be done directly from the client's personal phone. The order goes directly to the kitchen, facilitating the customer waiting process.

- Topic: "B-web (business web)"

This project is planned to help both businesses and customers. The website will contain information about Durres businesses, their location, the services they offer and the contacts. Businesses can be registered by being categorized according to the sector where they operate. This way customers can get the information they want about businesses, but businesses are also better known by customers.

- Topic: "Alanbru Company"

This project refers to the Alanbru business, it is a study about this business which has initially launched some services in the market, continuing further with the services that consumers

Figure 1.1 The banner of Workshop II 2019

themselves require.

- Topic: "Student's New Business"

Study of E-business and E-commerce.

From the student of Professional Master School in "Applied Computer Sciences":

- Grow your business (staff platform)
- Goga Online Store
- Al Storage
- Easy Catering
- Bus Ticket with authors: J.D(student with different abilities), E.B.
- Courier
- High Tech Lecturer (HTL)

From the student of Scientific Master School in "Applied Computer Sciences":

- Capsule Farm

- E-shop-al (website+application)
- Sultry & Smart (commercial platform, website+application)
- Kerpudha.al
- Albania Vita Fitness (website+application)

I have tried to link the talented students with businesses but it was very difficult in Durres.I think that in our Faculty we have a lot of students with ideas for start-ups but until now there is not any mechanism to promote them beyond university toward the world of business.

I hope a lot in student's vision and their connections in this direction.

WORKSHOP IV ONLINE: "20 E-Commerce Business Ideas" (February 21, 2021)

The workshop was held online on 21/02/2021. The event was attended with great interest by IT students and was welcomed by DTI professors.

Firstly, the students of School of Professional Master in Applied Computer Science and then the students of School of Scientific Master in Applied Computer Science.

Each presentation was associated by questions and discussions on project feasibility and support technologies.

Topics of start-up projects 2021 were:

- Supermarketiim.al
- Snapfood.al
- Laboratoriyt.al
- Ruajpronen.com
- Produktebio.al
- Artgaleryonline
- Smarttourismportal
- Autookazion.al
- Smartservices.al
- Zigrifarm

WORKSHOPV LIVE: "20 E-Commerce Business Ideas" (March4, 2022)

Finally this workshop was held live in the auditors of university in the presence of other students and lecturers.

The students of Master School have realized ten start-up projects in e-commerce (as website + application). The new topics were:

- Mepuneso.al
- MyGPS
- Ak light electric outsource
- Alda event
- Only4kids
- Botaeputrave
- Crystalaccessories
- Skinlab

WORKSHOP VIHYBRID: "20 E-Commerce Business Ideas" 2023

This year the event is planned to be organized as a hybrid workshop within the Student Scientific Conference of the Faculty of Information Technology on July 7, 2023.

The topics are chosen:
- Drone Delivering (Website + Application)
- Ecologytune
- Byte &Tera Store
- Men's World Redon
- Teuta Fishing Shop
- Alwayson
- Second-Hand Electronics
- Retrocar&Service
- Beauty & Skin Care
- Turist's Hevan

IV. CONCLUSIONS AND RECOMANDATIONS

The Web and e-commerce emphasizes student cognitive awareness and the ability to analyze, synthesize, and evaluate e-commerce businesses. While there is a strong data and conceptual foundation to the book, we seek to engage student interest with lively writing about e-commerce businesses and the transformation of business models at successful firms.

The counseling, advising and support services center, along with other student services units, offers several workshops to help assist students in reaching their personal and academic goals. Our student success workshops cover a variety of topics related to student success.

Workshops like this brings together people in the computing profession and related technical fields to exchange knowledge and experience and provide special support for students who are pursuing their academic degrees and starting their careers in computing.

Attendees will be able to meet with their peers in order to build on their networks of expertise, be inspired by many scientifically renowned invited speakers, and consider new opportunities during the career fair.

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In this paper, we are presenting my best practices in this academic and professional field and the difficulties to collaborate with entrepreneurs enabling our students to setup and manage the online business with an entrepreneurial spirit.

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