



Syllabus

Course Program

E-business

Specialty

075 Marketing

Educational program

Marketing

Level of education

Master's level

Semester

2

Institute

Educational Scientific Institute of Economics,
Management and International Business

Department

Marketing (161)

Course type

Special (professional), Elective

Language of instruction

English, Ukrainian

Lecturers and course developers



Kobieliev Valerii

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Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Marketing of NTU "KhPI"

Work experience - more than 30 years.

The author of more than 120 scientific and educational and methodological works, including 3 textbooks and educational aids with the seal of the Ministry of Education and Culture, 6 monographs on current problems of the economy. Leading lecturer in the disciplines: "Electronic commerce", "Electronic business".

Learn more about the teacher on the department's website

<https://web.kpi.kharkov.ua/marketing/valerij-kobyelyev/>

General information

Summary

To acquire knowledge of the theoretical and practical foundations of e-commerce, to distinguish types of e-business, features of the formation of an e-commerce system in the corporate sector and an e-commerce system in the consumer sector. Special attention is paid to the study of the theory and practice of modern electronic commerce in Ukraine and abroad.

Course objectives and goals

To form in students a clear idea of electronic business, and its most important component - electronic commerce, activities aimed at solving the company's tasks in the distribution, sale and marketing of the company's products using information networks and electronic means of communication, which satisfy the needs of consumers to the greatest extent. To form students' knowledge and skills in the use of e-business and e-commerce tools to ensure the successful operation of the enterprise on the market.

Format of classes

Le Lectures, laboratory work, independent work, consultations. Final control - credit.

Competencies

ZK6. Ability to search, process and analyze information from various sources.

SK3. Ability to conduct independent research and interpret their results in the field of marketing.

SK5. Ability to diagnose the marketing activity of a market entity, perform marketing analysis and forecasting.

SK6. The ability to choose and apply effective means of managing the marketing activities of a market entity at the level of an organization, division, group, network.

SK8. The ability to form a market entity's marketing system and evaluate the effectiveness and efficiency of its functioning.

Learning outcomes

P3. Plan and carry out own research in the field of marketing, analyze its results and justify the adoption of effective marketing decisions in conditions of uncertainty.

P14. Form a marketing system of interaction, build long-term mutually beneficial relations with other market subjects.

P15. Collect the necessary data from various sources, process and analyze their results using modern methods and specialized software.

Student workload

The total volume of the discipline is 150 hours. (5 ECTS credits): lectures – 32 hours, laboratory work – 32 hours, independent work – 86 hours..

Course prerequisites

To successfully complete the course, you must have knowledge and practical skills in the following disciplines: "Fundamentals of Management", "Marketing", "Economic Informatics".

Features of the course, teaching and learning methods, and technologies

Lecture: Use of multimedia tools and supporting notes for the lecture.

Laboratory classes: solving typical tasks, analyzing specific examples (cases), listening to reports on issues that are submitted for independent study.

Current control: conducting tests for 15-20 minutes to assess students' understanding of the presented material.

Protection of own work using presentation materials and multimedia tools.

Program of the course

Topics of the lectures

Topic 1. The essence, content, meaning and trends of the development of electronic commerce

The main categories and classes of electronic business.

Development and areas of application of electronic business.

Participants of the electronic market.

Problems of e-business development in Ukraine and in the world.

Topic 2. Main categories and tools of electronic commerce

The main categories of the Internet.

Basic Internet services.

Identification of Internet-pecypci.

Peculiarities of the Ukrainian Internet segment.

The procedure for creating a website.

Business models of sites.

Topic 3. Organization and technology of the Internet store

The concept of an Internet store and its functioning features.

Classification of Internet stores.

Organization of customer service in virtual stores.

Characteristics of payment methods for purchased goods.

Organization of delivery of goods purchased in the virtual store.
Electronic malls as a promising form of Internet trade.
Topic 4. Organization of the sale of goods through Internet auctions
The essence and features of virtual auctions.
Types of auctions and goods sold at Internet auctions.
Organizational support of Internet auctions.
Organization of the virtual auction.
Topic 5. Organization of wholesale sales of goods and services through electronic trading platforms.
The concept and functions of electronic trading platforms.
Types and structure of electronic trading platforms.
Vertical (industry) trading platforms.
Horizontal (multi-industry) trading platforms.
Internet-representations of business structures.
Topic 6. Payments and settlements for goods and services in electronic business and electronic commerce.
The concept of electronic payment systems and their requirements.
Peculiarities of credit Internet systems.
Internet debit systems and their specific means of payment.
Ensuring protection in Internet payment systems.
Topic 7. Organization of service provision in electronic commerce
Peculiarities of providing services on the Internet.
Internet trading as a specific type of service.
Organization of provision of banking services via the Internet.
Electronic insurance services.
Distance learning system as a market segment of electronic services.
Tourist services on the Internet.
Topic 8. Marketing and advertising on the Internet.
Features of modern Internet marketing.
Analysis of the quality of Internet-representations of commercial structures using a marketing approach.
Basic principles and means of advertising on the Internet.
Peculiarities of using Internet advertising tools.
Formation of prices for goods and services on the Internet.
Topic 9. Organizational and legal provision of electronic commerce
Regulatory and legal support of the e-business and e-commerce system.
Systems of electronic document circulation in electronic business and electronic commerce.
Topic 10. Effectiveness of electronic commerce
Methods of determining the efficiency of electronic business.
Areas of assessment of e-business efficiency.

Topics of the workshops

Practical classes within the discipline are not provided.

Topics of the laboratory classes

Topic 1. The essence, content, meaning and trends of the development of electronic commerce
The main categories of Internet, e-business and e-commerce tools.
Topic 2. Security and protection of information on the Internet.
Security and protection of information on the Internet.
Topic 3. Organization and technology of the Internet store
Lesson content, if necessary.
Topic 4. Organization of the sale of goods through Internet auctions
Types of auctions and goods sold at Internet auctions.
Organization of the virtual auction.
Topic 5. Organization of wholesale sales of goods and services through electronic trading platforms.
Types and structure of electronic trading platforms.
Vertical (industry) trading platforms.
Horizontal (multi-industry) trading platforms.

Internet-representations of business structures.
Topic 6. Payments and settlements for goods and services in electronic commerce.
Peculiarities of credit Internet systems.
Internet debit systems and their specific means of payment.
Ensuring protection in Internet payment systems.
Topic 7. Organization of service provision in electronic commerce
Peculiarities of providing services on the Internet.
Internet trading as a specific type of service.
Organization of provision of banking services via the Internet.
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Distance learning system as a market segment of electronic services.
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Analysis of the quality of Internet-representations of commercial structures using a marketing approach.
Basic principles and means of advertising on the Internet.
Peculiarities of using Internet advertising tools.
Formation of prices for goods and services on the Internet.
Topic 9. Organizational and legal provision of electronic commerce
Systems of electronic document circulation in electronic business and electronic commerce.
Topic 10. Effectiveness of electronic commerce
Methods of determining the efficiency of electronic business.
Areas of assessment of e-business efficiency

Self-study

The course involves the implementation of an individual calculation task on the study of the company's capabilities, regarding the use of electronic business and electronic commerce tools. The result of calculations and a written report.

Students are also recommended additional materials (videos, articles) for independent study and analysis..

Course materials and recommended reading

Basic literature

1. On electronic commerce: Law of Ukraine dated September 3, 2015 No. 675-VIII (Revision dated November 19, 2022) // Bulletin of the Verkhovna Rada (VVR), 2015, No. 45, Article 410
2. Vynogradova O.V., Drokina N.I. Electronic business. Tutorial. - Kyiv: DUT, 2018. - 292 p.
3. Kraus K.M., Kraus N.M., Manzhura O.V. Electronic commerce and Internet trade: educational and methodological guide. - Kyiv: Agrar Media Group, 2021. - 454 p.
4. Zaitseva O.O., Bolotynyuk I.M. E-business: A study guide. / For science ed. N.V. Morse. Ivano-Frankivsk: "Lilya NV", 2015. 264 p
5. Fedyshyn I.B. E-business and e-commerce (the main outline of lectures for students of the "Management" direction of all forms of education) / I.B. Fedyshyn – Ternopil, Ivan Pulyuy TNTU, 2016. – 97 p
6. Shvidenko M.Z., Kasatkina O.M., Andryushchenko V.M. Electronic commerce [study guide] Kyiv: NUBiP of Ukraine, 2015. 282 p.

INTERNET sites

President of Ukraine <http://www.president.gov.ua>
Verkhovna Rada of Ukraine. <http://www.rada.gov.ua>
Cabinet of Ministers of Ukraine <http://www.kmu.gov.ua>
Ministry of Economy of Ukraine <http://www.me.gov.ua>
Ministry of Finance of Ukraine <http://minfin.kmu.gov.ua>
Ministry of Education and Science of Ukraine <http://www.mon.gov.ua>
Main Department of Statistics of Ukraine <http://www.ukrstat.gov.ua>
Ukrainian Marketing Association <http://uam.in.ua/>
American Marketing Association <https://www.ama.org>.

Assessment and grading

Criteria for assessment of student performance, and the final score structure

Description of the final score structure, course requirements, and necessary steps to earn points, especially paying attention to self-study and individual assignments.

Grading scale

Total points	National	ECTS
90-100	Excellent	A
82-89	Good	B
75-81	Good	C
64-74	Satisfactory	D
60-63	Satisfactory	E
35-59	Unsatisfactory (requires additional learning)	FX
1-34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

28.08.2023

signature



Head of the department
Diana RAIKO

28.08.2023

signature



Guarantor of the educational
program
Oleksandra KOSENKO