

E-Business

COURSE SYLLABUS

Code and name of specialty	073 – Management	Institute	Institute of Education and Science in Economics, Management and International Business
Program name	Business Administration	Department	Management and taxation
Type of program	Educational and Professional	Language of instruction	English / Ukrainian

LECTURERS

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PhD (Economics), Professor, Professor of Management and Taxation Department (NTU “KhPI”). Authored over 450 scientific, educational and methodical publications. Leading lecturer of the courses: "Fundamentals of Scientific Research", "E-Business", "Business Planning"

GENERAL DESCRIPTION OF THE COURSE

Summary	The course aims to gain the basics of theoretical knowledge and practical skills to solve specialized practical problems in e-business as a special business model in which business processes, information exchange and commercial transactions are automated using modern information systems, Internet, Intranet and Extranet technologies.
Course objectives	<ul style="list-style-type: none"> ● to form a general idea of the system, features and principles of e-business functioning in Ukraine and the world; ● reveal opportunities, models of organization and infrastructure of e-business; ● develop students' ability to create and manage an electronic enterprise; ● to form skills of using the modern information technologies and the corresponding tools for working in various segments of the electronic market.
Types of classes and control	Lectures, practical classes, consultations. Final control - credit
Term	8

Student workload (credits) / Type of course	5/ Elective	Lectures (hours)	20	Workshops (hours)	20	Self-study (hours)	110
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Program competences	<p>GC08. Skills of information and communication technology usage.</p> <p>GC09. The ability to learn and to master modern knowledge.</p> <p>GC14. The ability to work in an international context.</p> <p>SC03. The ability to identify prospects of organization development.</p> <p>SC07. The ability to choose and to use modern tools of management.</p> <p>SC09. The ability to generate business ideas, to justify the feasibility and forms of their implementation as well as present them to stakeholders</p> <p>SC11. The ability to create and manage effective communication in the process of management.</p> <p>SSC1.4 Knowing the technology of promoting a site, product or person in social media</p>
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Learning outcomes	Teaching and learning methods	Forms of assessment (Continuous assessment CAS, final assessment FAS)
LO 05. To describe the content of the functional areas of the organization	Interactive lectures with presentations, discussions, practical classes, students' feedback method, individual tasks	Individual tasks (CAS), assessment of knowledge in practical classes (CAS), presentations in small groups (CAS), tests (CAS), abstract, exam (FAS)
LO 06. To show skills of search, collecting, and analysis of information, calculation of indicators to substantiate management decisions.	Interactive lectures with presentations, discussions, practical classes, students' feedback method, individual tasks	Individual tasks (CAS), assessment of knowledge in practical classes (CAS), presentations in small groups (CAS), tests (CAS), abstract, exam (FAS)
LO 12. To evaluate the legal, social, and economic implications of an organization's functioning.	Interactive lectures with presentations, discussions, practical classes, students' feedback method, individual tasks	Individual tasks (CAS), assessment of knowledge in practical classes (CAS), presentations in small groups (CAS), tests (CAS), abstract, exam (FAS)
LO 13. To communicate in an oral and written form in the state and foreign languages.	Interactive lectures with presentations, discussions, practical classes, students' feedback method, individual tasks	Individual tasks (CAS), assessment of knowledge in practical classes (CAS), presentations in small groups (CAS), tests (CAS), abstract, exam (FAS)
LO 15. To show the ability to act socially responsibly and socially consciously on the basis of ethical reasons (motives), respect for a variety, and interlevel of culture.	Interactive lectures with presentations, discussions, practical classes, students' feedback method, individual tasks	Individual tasks (CAS), assessment of knowledge in practical classes (CAS), presentations in small groups (CAS), tests (CAS), abstract, exam (FAS)
LO 16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.	Interactive lectures with presentations, discussions, practical classes, students' feedback method, individual tasks	Individual tasks (CAS), assessment of knowledge in practical classes (CAS), presentations in small groups (CAS), tests (CAS), abstract, exam (FAS)
LO 17. To conduct researches individually and/or in a group under the leadership of the leader.	Interactive lectures with presentations, discussions, practical classes, students' feedback method, individual tasks	Individual tasks (CAS), assessment of knowledge in practical classes (CAS), presentations in small groups (CAS), tests (CAS), abstract, exam (FAS)
LO1.3. To develop marketing strategies in social networks, to apply web-analysis to assess their effectiveness	Interactive lectures with presentations, discussions, practical classes, students' feedback method, individual tasks	Individual tasks (CAS), assessment of knowledge in practical classes (CAS), presentations in small groups (CAS), tests (CAS), abstract, exam (FAS)
LO1.4. To create content vectors for filling up social networks pages or communities	Interactive lectures with presentations, discussions, practical classes, students' feedback method, individual tasks	Individual tasks (CAS), assessment of knowledge in practical classes (CAS), presentations in small groups (CAS), tests (CAS), abstract, exam (FAS)

ASSESSMENT AND GRADING

Ranges of points corresponding to grades	Total score (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points
	90-100	A	excellent	
	82-89	B	good	
	74-81	C		
	64-73	D		
	60-63	E	satisfactory	
	35-59	FX	Unsatisfactory (with the exam retake option)	
	0-34	F	Unsatisfactory (with mandatory repetition of the course)	

100% Final assessment in the form of Credit (40%) and Continuous assessment (60%).
40% Credit
60% Continuous assessment:

- 20% assessment of tasks in practical classes;
- 20% abstract;
- 10% individual tasks (presentations in small groups);
- 10% intermediate control (tests)

Course policy

Students are required to attend classes according to schedule and adhere to ethical behavior. In case of absence, students will have to complete all tasks to compensate for missed classes. Participation in practical classes requires prior preparation and advance study of all necessary materials for productive discussions during the class. Written assignments must be submitted within the prescribed deadlines.

COURSE STRUCTURE AND CONTENT

Lecture 1	Fundamentals the Global Internet functioning as an environment for economic activity and e-business.	Workshop 1	E-business in the information space. The Internet as an environment for e-business.	S e l f - s t u d y	Study of lecture and additional material in preparation for practical classes on the topic 1. Selection and justification of the abstract topic.
Lecture 2	E-business and e-commerce. Types and models of e-business.	Workshop 2	Characteristics of e-business and e-commerce. Basic models of e-business.		Study of lecture and additional material in preparation for practical classes on the topic 2. Substantiation of the abstract topic and drawing up a plan.
Lecture 3	E-commerce system in the corporate sector. Network business.	Workshop 3	E-commerce in the corporate sector: corporate offices on the Internet, virtual enterprises, Internet incubators, mobile commerce. Network business.		Study of lecture and additional material in preparation for practical classes on the topic 3. Abstract preparation.
Lecture 4-5	Use of Intranet and Extranet technologies. Features of e-business management.	Workshop 4-5	Management of business processes and various types of resources in the electronic enterprise. Use of Intranet and Extranet technologies. Content management.		Study of lecture and additional material in preparation for practical classes on the topic 4. Abstract preparation.
Lecture 6-7	Electronic market complex (format of goods and services, pricing, marketing, distribution channels)	Workshop 6-7	E-business infrastructure. Electronic market complex: format of goods and services, pricing, marketing, distribution channels on the Internet.		Study of lecture and additional material in preparation for practical classes on the topic 5. Abstract preparation.
Lecture 8	Financial services on the Internet. Payment systems. Electronic money.	Workshop 8	Characteristics of financial services on the Internet. Classification of settlements and payment systems. Electronic payment systems. Plastic cards. Electronic money.		Study of lecture and additional material in preparation for practical classes on the topic 6. Abstract presentation.
Lecture 9	Estimation of efficiency and financial risks of e-business.	Workshop 9	Methods for evaluating the effectiveness and level of financial risks in e-business.		Study of lecture and additional material in preparation for practical classes on the topic 7. Abstract presentation.
Lecture 10	Economic security problems of e-business.	Workshop 10	Evaluation and methods of ensuring economic and financial security of e-business.		Study of lecture and additional material in preparation for practical classes on the topic 8. Abstract presentation.

RECOMMENDED READING

C o n t e n t	<p>1. Combe, C. (2006). <i>Introduction to e-Business: Management and Strategy</i>. Butterworth-Heinemann. https://bit.ly/3qG3sC6</p> <p>2. Vidyapeeth, TM. <i>Introduction to E Commerce</i>. https://bit.ly/3sNerN2</p> <p>3. Jackson, P., Harris, L. & Eckersley P.M. (2003). <i>e-Business Fundamentals</i>. Taylor & Francis e-Library. https://bit.ly/3zfyDrO</p>	R e c o	<p>1. Федішин І.Б. Електронний бізнес та електронна комерція (опорний конспект лекцій для студентів напрямку «Менеджмент» усіх форм навчання) / І.Б. Федішин. – Тернопіль, ТНТУ імені Івана Пулюя, 2016. – 97 с.</p> <p>2. Эймор Д. Электронный бизнес: эволюция и/или революция / Д. Эймор. [пер. с англ.]. – М.: Издательский дом «Вильямс», 2004. – 752 с.</p> <p>3. Карминский А.М. Информатизация бизнеса: концепция, технологии, систем / [Карминский</p>
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l Pearson Education Limited. <https://bit.ly/3qFQ5BY>
s 5. Зайцева О.О. Електронний бізнес: Навчальний посібник.
o /О.О. Зайцева, І.М. Болотинюк. За наук. ред. Н.В. Морзе. –
r ІваноФранківськ : «Лілея-НВ» – 2015. – 264 с.
y http://umo.edu.ua/images/content/depozitar/navichki_pracevlast/elektron_bizn.pdf
6. Лисак О.І. Електронна комерція: курс лекцій/ О.І. Лисак,
Л.О. Андрєєва., В.М. Тебенко – Мелітополь: Люкс, 2020. –
225 с.
<http://feb.tsatu.edu.ua/wp-content/uploads/2018/07/Konspekt-lektsij-Elektronna-komertsiya-2020.pdf>

m А.М., Карминский С.А., Нестеров В.П. и др.]. – М.: Финанс и статистика, 2004. – 623 с.
m 4. Грехов, А. М. Електронний бізнес (Е-комерція) [Текст] : навч. посібник / А. М. Грехов ; ІПН. - К. :
e Кондор, 2008. - 302 с.
n 5. Дrajниця, С. А. Електронна комерція [Текст] : навч. посібник / С. А. Дrajниця. - Львів : Новий
d світ - 2000, 2013. - 184 с.
e 6. Виноградова О.В. Електронний бізнес. Навчальний посібник. / О. В. Виноградова, Н.І. Дрокіна
d Н.І.– Київ: ДУТ, 2018. – 292 с.
http://www.dut.edu.ua/uploads/1_1477_17408367.pdf
7. Плєскач В.Л. Технології електронного бізнесу: [монографія] / Плєскач В.Л. – К.: Київ. нац. торг.-
eкон. ун-т, 2004. – 223 с.
8. Хейг М. Основы електронного бизнеса / Хейг М.; пер. с англ. С. Косихина. – М.: ФАИР-ПРЕСС,
2002. – 208 с.
9. Коляденко С. В. Цифрова економіка: передумови та етапи становлення в Україні і у світі
//Економіка. Фінанси. Менеджмент: актуальні питання науки і практики. – 2016. – №. 6. – С. 105-
112
10. Кулик В. А. Розвиток електронного бізнесу в Україні //Актуальні проблеми економіки. – 2017. –
№. 1. – С. 168-176
11. Плєскач В.Л. Електронна комерція: [підручник] / В.Л. Плєскач, Т.Г. Затонацька. – К.: Знання,
2007. – 535 с.
12. Закон України «Про електронну комерцію» № 675VIII від 03.09.2015 р. Режим доступу:
<http://zakon2.rada.gov.ua/laws/show/67519>.
13. Цивільний Кодекс України. Закон України// Відомості Верховної Ради України (ВВР), 2003,
№№40–44, с. 356.
14. Закон України «Про електронний документообіг» від 22.05.2003 р., № 851-IV.

Academic integrity

Students are expected to adhere to the Code of Ethics of Academic Relations and Integrity of NTU “KhPI”: show discipline, politeness, friendliness, honesty, responsibility

The content of this syllabus is consistent with the course program.