

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	Management of Organizations and Administration	Department	Management
Type of program	Educational and Professional	Language of instruction	English / Ukrainian

LECTURER

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**Ph.D. (C.Sc.) in Economic Science, associate professor of the Management department (NTU “KhPI”).
 Authored and co-authored over 20 scientific publications.
 Teaches courses: «Mathematical modelling in management», «Econometrics», «Decision making in business»**

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, individual assignment. The course ends with a final exam
Term	8

Student workload (credits) / Type of course	6/ Elective	Lectures (hours)	20	Workshops (hours)	20	Self-study (hours)	140
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Program competences	<p>GC05. Knowledge and understanding the subject area and understanding the professional activity.</p> <p>GC07. The ability to communicate in a foreign language.</p> <p>GC09. The ability to learn and to master modern knowledge.</p> <p>SC02. The ability to analyze the results of organization activity, to compare them with the factors of the external and internal environment.</p> <p>SC03. The ability to identify prospects of organization development.</p> <p>SC04. The ability to determine the functional areas of the organization and the relationships between them.</p> <p>SC06. The ability to act socially responsible and consciously.</p> <p>SC07. The ability to choose and to use modern tools of management.</p> <p>SC2.1. Ability to collect and process primary accounting and management information in the service sector</p>
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Learning outcomes	Teaching and learning methods	Forms of assessment (Continuous assessment CAS, final assessment 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), paper, exam (FAS)
LO 07. To show skills of organizational planning.	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), paper, exam (FAS)
LO 08. To apply management methods to ensure the effectiveness 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), paper, 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), paper, 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), paper, exam (FAS)
LO2.4. Define e-business models; use software tools for the implementation of Internet projects; perform site optimization for search engines	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), paper, 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	satisfactory	
	60-63	E		
	35-59	FX	Unsatisfactory (with the exam retake option)	
	0-34	F	Unsatisfactory (with mandatory repetition of the course)	

100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%).
40% Final exam: written assignment (with theory tests and practical problem) and its oral presentation.
60% Continuous assessment:

- 20% assessment of tasks in practical classes;
- 20% paper;
- 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	The Internet as an environment for e-business.	Self-study	Study of lecture and additional material in preparation for practical classes on the topic 1. E-business in the information space
Lecture 2	E-business and e-commerce. Types and models of e-business.	Workshop 2	Characteristics of e-business and e-commerce		Study of lecture and additional material in preparation for practical classes on the topic 2. Basic models of e-business
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.		Study of lecture and additional material in preparation for practical classes on the topic 3. Network business.
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.		Study of lecture and additional material in preparation for practical classes on the topic 4. Content management.
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.		Study of lecture and additional material in preparation for practical classes on the topic 5. Distribution channels on the Internet.
Lecture 8	Financial services on the Internet. Payment systems. Electronic money.	Workshop 8	Characteristics of financial services on the Internet. Electronic payment systems. Plastic cards. Electronic money.		Study of lecture and additional material in preparation for practical classes on the topic 6. Classification of settlements and payment systems.
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.
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.

RECOMMENDED READING

Required

1. Bernd W. Wirtz (2021). Digital Business and Electronic Commerce. Springer. URL: https://www.berndwirtz.com/wp-content/uploads/2021/06/DB_LectureMaterial_2021.pdf
2. Chaffey, D. (2017). Digital Business & E-Commerce Management. Pearson Education.
3. E-Commerce. (2018) E-Commerce Fundamentals. Course material - knowledge required - for certification. URL: <https://www.emarketinginstitute.org/wp-content/uploads/2018/04/E-Commerce-Ebook-Course-eMarketing-Institute-Ebook-2018-Edition.pdf>
4. Combe, C. (2006). Introduction to e-Business: Management and Strategy. Butterworth-Heinemann. URL: https://repository.dinus.ac.id/docs/ajar/E-BUbusiness_Combe.pdf
5. Jelassi, T. & Enders, A. (2004). Strategies for e-Business. Pearson Education Limited. URL: <https://bit.ly/3qFQ5BY>

Additional

1. Федішин, І.Б. (2016). Електронний бізнес та електронна комерція (опорний конспект лекцій для студентів напрямку «Менеджмент» усіх форм навчання). Тернопіль: ТНТУ імені Івана Пулюя.
2. Виноградова, О.В., & Дрокіна, Н.І. (2018). Електронний бізнес. Київ: ДУТ. URL: http://www.dut.edu.ua/uploads/l_1477_17408367.pdf
3. Плєскач, В.Л. (2004) Технології електронного бізнесу. К.: Київ. нац. торг.-екон. ун-т.
4. Коляденко, С. В. (2016). Цифрова економіка: передумови та етапи становлення в Україні і у світі. Економіка. Фінанси. Менеджмент: актуальні питання науки і практики.
5. Лисак, О.І., Андрєєва, Л.О., & Тебенко, В.М. (2020). Електронна комерція: курс лекцій. Мелітополь: Люкс. URL: <http://feb.tsatu.edu.ua/wp-content/uploads/2018/07/Konspekt-lektsij-Elektronna-komertsiya-2020.pdf>
6. Закон України «Про електронну комерцію» № 675VIII від 03.09.2015 р. URL: <http://zakon2.rada.gov.ua/laws/show/67519>.
7. Зайцева, О.О. (2015) Електронний бізнес: Навчальний посібник. ІваноФранківськ : «Лілея-НВ». URL: http://umo.edu.ua/images/content/depozitar/navichki_pracevlasht/elektron_bizn.pdf
8. Цивільний Кодекс України. Закон України// Відомості Верховної Ради України (ВВР), 2003, №№40-44, с. 356.
9. 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".

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