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**
Type of program	**Educational and Professional**	**Language of instruction**	**English**

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	● 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 test.
Term	8

Student workload (credits) / Type of course	8/ Elective	**Lectures (hours)**	20	**Workshops (hours)**	10	**Self-study (hours)**	120

Program competences	GC08. Skills of information and communication technology usage. GC09. The ability to learn and to master modern knowledge. GC14. The ability to work in an international context. SC03. The ability to identify prospects of organization development. SC07. The ability to choose and to use modern tools of management. SC09. The ability to generate business ideas, to justify the feasibility and forms of their implementation as well as present them to stakeholders SC11. The ability to create and manage effective communication in the process of management. SSC1.4 Knowing the technology of promoting a site, product or person in social media

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), paper, final test (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, final test (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, final test (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), paper, final test (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), paper, final test (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, final test (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), paper, final test (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), paper, final test (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), paper, final test (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
	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)

Allocation of grade points

100% Final grade is the result of the Final assessment (25%) and Continuous assessment (75%).
25% Final assessment: Final test
75% Continuous assessment:
• 35% individual tasks;
•10% paper;
• 15% mid-term control (an open-question test);
• 15% participation in class discussions

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**	Characteristics of e-business and e-commerce. Basic models of e-business.	**Self-study**	Study of lecture and additional material in preparation for practical classes on the topic. E-business in the information space. The Internet as an environment for e-business.
Lecture 2	E-business and e-commerce. Types and models of e-business.				
Lecture 3	E-commerce system in the corporate sector. Network business.	**Workshop 2**	E-commerce in the corporate sector: corporate offices on the Internet, virtual enterprises,.		Study of lecture and additional material in preparation for practical classes on the topic. Internet incubators, mobile commerce. Network business
Lecture 4-5	Use of Intranet and Extranet technologies. Features of e-business management.	**Workshop 3**	Management of business processes and various types of resources in the electronic enterprise. Content management.		Study of lecture and additional material in preparation for practical classes on the topic. Use of Intranet and Extranet technologies.
Lecture 6-7	Electronic market complex (format of goods and services, pricing, marketing, distribution channels)	**Workshop 4**	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. Characteristics of financial services on the Internet. Classification of settlements and payment systems.
Lecture 8	Financial services on the Internet. Payment systems. Electronic money.				
Lecture 9	Estimation of efficiency and financial risks of e-business.	**Workshop 5**	Methods for evaluating the effectiveness and level of financial risks in e-business. 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. Electronic payment systems. Plastic cards. Electronic money.
Lecture 10	Economic security problems of e-business.				

RECOMMENDED READING

Required	1. Combe, C. (2006). *Introduction to e-Business: Management and Strategy*. Butterworth-Heinemann. https://bit.ly/3qG3sC6 2. Vidyapeeth,TM. *Introduction to E Commerce*. https://bit.ly/3sNerN2 3. Jackson, P., Harris, L. & Eckersley P.M. (2003*). e-Business Fundamentals*. Taylor & Francis e-Library. https://bit.ly/3zfyDrO 4. Jelassi, T. & Enders, A. (2004). *Strategies for e-Business*. Pearson Education Limited. https://bit.ly/3qFQ5BY 5. Зайцева О.О. Електронний бізнес: Навчальний посібник. /О.О. Зайцева, І.М. Болотинюк. За наук. ред. Н.В. Морзе. – ІваноФранківськ : «Лілея-НВ» – 2015. – 264 с. http://umo.edu.ua/images/content/depozitar/navichki_pracevlasht/elektron_bizn.pdf	**Additional**	1. Федишин, 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. Плескач, 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. Цивільний Кодекс України. Закон України// Відомості Верховної Ради України (ВВР), 2003, №№40–44, с. 356. 8. Закон України «Про електронний документообіг»‖ від 22.05.2003 р., № 851-IV.

Academic integrity

Students are expectedto 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.