



Syllabus Course Program

E-business

Specialty

073 – Management

Institute

Institute of Education and Science in Economics,
Management and International Business

Educational program

Management of Organizations and Administration

Department

Management (204)

Level of education

Bachelor's level

Course type

Special (professional)

Semester

8

Language of instruction

English, Ukrainian

Lecturers and course developers



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PhD in Economic Sciences, Associate Professor of Department of
Management

Authored and co-authored over 50 scientific and methodological
publications. Senior lecturer of courses “Investment”,
“International teamwork”, “International investment”

More about the lecturer on the department's website

<https://web.kpi.kharkov.ua/mto/about/staff/sitak/>

General information

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 and goals

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.

Format of classes

Lectures, workshops, consultations, self-study. Individual assignment (report). Final control in the form of an exam.

Competencies

GC05. Knowledge and understanding the subject area and understanding the professional activity.

GC07. The ability to communicate in a foreign language.

GC09. The ability to learn and to master modern knowledge.

SC02. The ability to analyze the results of organization activity, to compare them with the factors of the external and internal environment.

SC03. The ability to identify prospects of organization development.

SC04. The ability to determine the functional areas of the organization and the relationships between them.

SC06. The ability to act socially responsible and consciously.

SC07. The ability to choose and to use modern tools of management.

SC2.1. Ability to collect and process primary accounting and management information in the service sector

Learning outcomes

LO 06. To show skills of search, collecting, and analysis of information, calculation of indicators to substantiate management decisions.

LO 07. To show skills of organizational planning.

LO 08. To apply management methods to ensure the effectiveness of the organization.

LO 12. To evaluate the legal, social, and economic implications of an organization's functioning.

LO 16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.

LO2.4. Define e-business models; use software tools for the implementation of Internet projects; perform site optimization for search engines

Student workload

The total volume of the course is 180 hours (6 ECTS credits): lectures - 20 hours, workshops - 20 hours, self-study - 140 hours.

Course prerequisites

To successfully complete the course, it is necessary to have knowledge and practical skills from the following courses: "Fundamentals of Management", "Economic Informatics", "International Business", "Innovation Management", "Information Technology in Management".

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

Lectures are delivered interactively with the use of multimedia technologies. Practical workshops use a project-based learning approach, game-based methods and case-study method. Learning materials are available to students via OneNote Class Notebook, Google Classroom.



Program of the course

Topics of the lectures

Topic 1. E-business in the information space.

The Internet as an environment for e-business. Fundamentals the Global Internet functioning as an environment for economic activity and e-business.

Topic 2. E-business and e-commerce.

Types and models of e-business. Basic models of e-business.

Topic 3. E-commerce system in the corporate sector.

E-commerce in the corporate sector: corporate offices on the Internet, virtual enterprises, Internet incubators, mobile commerce. Network business.

Topic 4. Use of Intranet and Extranet technologies.

Features of e-business management. Content management.

Topic 5. Electronic market complex.

Electronic market complex: format of goods and services, pricing, marketing. Distribution channels on the Internet.

Topic 6. Financial services on the Internet.

Payment systems. Electronic money. Plastic cards. Classification of settlements and payment systems.

Topic 7. Estimation of efficiency and financial risks of e-business.

Topic 8. Economic security problems of e-business.

Topics of the workshops

Topic 1. Characteristics of e-business and e-commerce.

Topic 2. Management of business processes and various types of resources in the electronic enterprise.

Topic 3. E-business infrastructure.

Topic 4. Characteristics of financial services on the Internet.

Electronic business

Topic 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.

Topics of the laboratory classes

No laboratory classes are included in the plan.

Self-study

The course involves learning additional materials regarding the topics of the lectures. Also, the course includes performing an individual assignment in the form of report and practical problem-solving related to modeling. The result is presented in a written report. Students are also recommended additional materials (videos, articles) for independent study and analysis.

Course materials and recommended reading

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>.
6. Федішин, І.Б. (2016). Електронний бізнес та електронна комерція (опорний конспект лекцій для студентів напрямку «Менеджмент» усіх форм навчання). Тернопіль: ТНТУ імені Івана Пулюя.



7. Виноградова, О.В., & Дрокіна, Н.І. (2018). Електронний бізнес. Київ: ДУТ. URL: http://www.dut.edu.ua/uploads/l_1477_17408367.pdf
8. Плєскач, В.Л. (2004) Технології електронного бізнесу. К.: Київ. нац. торг.-екон. ун-т.
9. Коляденко, С. В. (2016). Цифрова економіка: передумови та етапи становлення в Україні і у світі. Економіка. Фінанси. Менеджмент: актуальні питання науки і практики.
10. Закон України «Про електронну комерцію» № 675VIII від 03.09.2015 р. URL: <http://zakon2.rada.gov.ua/laws/show/67519>.
11. Закон України «Про електронний документообіг» від 22.05.2003 р., № 851-IV.

Assessment and grading

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

100% final grade is the result of the final assessment (60%) and continuous assessment (40%).

Final assessment: exam (30%); presentation of the individual assignment (30%)

Continuous assessment: mid-term test (30%); problem-solving during the workshops (10%)

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

Date, signature

Head of the department
Olena PROKHORENKO

Date, signature

Guarantor of the educational program
Olena LINKOVA

