

**PJSC "Higher Education Institution
"INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT"**



**SYLLABUS OF THE ACADEMIC DISCIPLINE
«ELECTRONIC BUSINESS»**

Specialty: **D3 Management**
Educational level: **first (bachelor's) level**
Educational program: **Management**

General information about the academic discipline

Name of the academic discipline	E-business
Code and name of specialty	D3 "Management"
Level of higher education	first (bachelor's) level of higher education
Discipline status	optional
Number of credits and hours	3 credits / 90 hours. Lectures: 20 Seminar classes: 14 Independent work of students: 56
Terms of studying the discipline	
Language of instruction	Ukrainian
Type of final control	test
Discipline page on the website	

General information about the teacher. Contact information.

YANKOVSKA VIKTORIA ANATOLIIVNA	
Academic degree	Candidate of Economic Sciences
Academic title	docent
Position	Associate Professor of the Department
Disciplines taught by the NPP	Enterprise Capital, Business Valuation
Areas of scientific research	Financial management, logistics, investment management
Links to identifier registries for scientists	https://scholar.google.com/citations?user=WJiYLoAAAAJ&hl=ua ORCID: https://orcid.org/0000-0003-2588-3156
Teacher contact information:	
Email:	vika_yank2020@ukr.net
Contact phone number	0506883752
Teacher's portfolio on the website of the department / institute / academy	https://kh.maup.com.ua/кафедра-менеджменту/

Course abstract. The discipline "Electronic Business" covers a wide range of topics related to doing business in a digital environment. The course provides students with in-depth knowledge of the basics of electronic commerce, digital business models, online payments, online marketing strategies and cybersecurity. Students study modern technologies used in the field of electronic business, including blockchain, artificial intelligence and big data, and also analyze the legal and ethical aspects of the digital economy. In addition to theoretical knowledge, the course provides practical skills through case analysis, research on the operation of electronic commerce platforms and analysis of digital business projects, preparing students for a successful career in international business.

The subject of the academic discipline "Electronic business" is a set of theoretical, methodological and practical issues related to the transformation of traditional business processes using information and communication technologies (ICT).

The purpose of studying the discipline is to develop in-depth knowledge and practical skills in the field of e-business, including digital business models, online marketing, e-commerce, digital platform management, as well as an understanding of the legal and cybersecurity aspects of doing business in a digital environment.

Objectives of the academic discipline: consider the conceptual foundations of e-business and its place in the international economy; analyze modern digital business models and e-commerce platforms; explore online marketing tools and the effectiveness of digital advertising strategies; master methods for managing online payments and electronic financial systems; evaluate the legal aspects of e-business and issues of personal data protection; study the basics of cybersecurity and develop strategies for protecting digital business processes; develop skills in analyzing and implementing the latest digital technologies in business, artificial intelligence, and big data.

Prerequisites of the academic discipline. To successfully complete the educational component, it is necessary to have knowledge and practical skills in the disciplines "Fundamentals of Management", "Marketing", "International Business", "Corporate Finance", "Information Technologies in Economic Activity".

Postrequisites of the academic discipline. The knowledge and skills acquired by students in the process of studying the academic discipline "Electronic Business" contribute not only understanding the technical aspects of the Internet, but also the ability to strategically manage a company in the context of global digitalization.

Content of the academic discipline (full-time education)

No.	Topic name	Teaching methods/ assessment methods
CONTENT MODULE 1. BASICS OF ELECTRONIC BUSINESS		<p>Teaching methods: verbal (educational lecture; conversation; educational discussion); inductive method; deductive method; analytical method; synthetic method; practical (working with economic models, statistical data, graphs); explanatory and illustrative; reproductive; problem-based presentation method; partially searchable; research; interactive methods (analysis of economic situations; discussions, debates; brainstorming; situational modeling; practicing modeling skills); case method (analysis of real economic situations, problem finding, proposal of solutions, construction of models); modeling of professional activities (building economic models, forecasting, scenario modeling).</p> <p>Assessment methods: oral control (oral questioning, evaluation of participation in dis-</p>
Topic 1.	Fundamentals of e-business in an international environment	
Topic 2.	Research on international electronic platforms	
Topic 3.	Developing a digital marketing strategy	
Topic 4.	International payment systems and financial risks	
Topic 5.	Cybersecurity in international e-business	
CONTENT MODULE 2.E-BUSINESS MODELS		
Topic 6.	Logistics models and efficiency of international deliveries	
Topic 7.	Legal aspects of e-business	
Topic 8.	Adapting e-business to international markets	
Topic 9.	Introducing innovations into international e-business	
Topic 10.	Prospects for the development of international e-business	

		<p>cussions, other interactive learning methods); written control (tests, independent work, analytical tasks, essays); test control (closed-form tests: test-alternative, test-correspondence, tasks for data and model analysis); method of self-control and self-assessment; case study evaluation; evaluation of project and laboratory work (modeling of economic processes, forecasting).</p>
Modular test		
Form of control: credit		

Technical facilities and/or software. The educational process uses classrooms, a library, a multimedia projector and a computer for conducting lectures and seminars with presentation elements. Studying individual topics and completing practical tasks requires access to information from the World Wide Web, which is provided by a free Wi-Fi network.

Forms of control methods.

Monitoring the progress of students is divided into current and final (semester).

Current control carried out during practical and seminar classes. Its purpose is to systematically check:

- understanding and mastering the theoretical foundations of economic processes;
- the ability to apply knowledge to build models and analyze economic data;
- skills in diagnosing and forecasting economic processes;
- using specialized software for modeling and processing statistical data.

Forms of student participation in the educational process, which are subject to current control:

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addition, question to the person answering;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (tests, tests, analytical and abstract papers);
- preparation of abstracts, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (test work, analytical report, essay, completion of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- monitoring activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- working with problem situations (analytical cases, scenario modeling of economic processes).

Assessment system and requirements.
Table of points awarded to higher education students*

Topics	Ongoing knowledge assessment										Final control		Total points
											Modular test	Credit**	
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*	100
Work in a seminar class	3	3	3	3	3	3	3	3	3	3			
Independent work	3	3	3	3	3	3	3	3	3	3			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievements of Students of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Assessment criteria for the module test in the academic discipline "Electronic Business":

When assessing a module test, the volume and correctness of the tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);

- a grade of "good" (B) is given for completing 80% of all tasks;

- a grade of "good" (C) is given for completing 70% of all tasks;

- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;

- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;

- an "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed.

Failure to appear for a module test - 0 points.

The above scores are converted into rating points as follows:

"A" - 18-20 points;

"B" - 16-17 points;

"C" - 14-15 points;

"D" - 12-13 points.

"E" - 10-11 points;

"FX" - less than 10 points.

The final semester assessment in the discipline "Electronic Business" is a mandatory form of assessing students' learning outcomes. It is conducted within the time frame specified in the curriculum and covers the scope of material specified in the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Assessment of additional (individual) types of educational activities. Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

Assessment of independent work

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Perfectly	Good	Satisfactorily	Unsatisfactorily
3	3	2	1	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used.

Final assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), practice	for credit
90 – 100	A	perfect	Passed
82 – 89	B	good	
75 – 81	C	satisfactory	
68 – 74	D		
60 – 67	E	unsatisfactory with the possibility of retaking	not accepted with the possibility of retaking
35 – 59	FX		
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

Course policy.

To successfully complete the "Electronic Business" course:

- regularly attend lectures and practical classes;
- work systematically, systematically and actively in lectures and practical classes;
- make up for missed classes or unsatisfactory grades received in classes;
- to fully perform the tasks that the teacher requires to prepare, their quality is appropriate;
- perform control and other independent work;
- adhere to the norms of academic conduct and ethics.

The course "Electronic Business" involves the assimilation and observance of the principles of ethics and academic integrity, in particular the orientation towards the prevention of plagiarism in any of its manifestations: all works, reports, essays, abstracts and presentations must be original and author's, not overloaded with quotations, and must be accompanied by references to primary sources. Violations of academic integrity are considered to be: academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Recommended sources of information.**Main literature:**

1. Kraus K.M., Kraus N.M., Manzhura O.V. Electronic commerce and Internet trading: a teaching manual. Kyiv: Agrar Media Group, 2021. - 454 p.
2. Electronic services in economic activity: a textbook / V. M. Adam, M. S. Dolynska et al.; ed. by M. S. Dolynska. 2nd ed., revised. Lviv: Lviv State University of Internal Affairs, 2020. 282 p.
3. Theoretical and practical aspects of the development of the Internet economy: an interdisciplinary textbook. Scientific editor: Ph.D. in Economics, Assoc. Prof. Tatomyr I.L., Ph.D. in Economics, Assoc. Prof. Kvasniy L.G. Truskavets: POSVIT, 2021, 386 p.
4. Lyaluk A. M., Sak T. V., Bortnik S. M. Marketing risks of commercial enterprises in the digital economy. International scientific journal "Internauka". Series: "Economic Sciences". 2022. No. 7. <https://doi.org/10.25313/2520-2294-2022-7-8139>.
5. Sak T. V. Electronic commerce: world trends, diagnostics, strategic guidelines. Marketing and digital technologies, Vol. 5, No. 3. 2021. pp. 30-42. URL: <https://mdtopu.com.ua/index.php/mdt/article/view/146>.

Additional literature:

6. Sak T. V., Hrytsyuk N. O. Retail market in Ukraine: trends and development prospects in times of crisis. Economic Journal of the Lesya Ukrainka Eastern European National University: journal / compiled by Lyubov Hryhorivna Lypych, Myroslava Bogdanivna Kulynych. Lutsk: Vezha-Druk, 2020. No. 2(22). pp. 33–42.
7. Lysak O.I., Andreeva L.O., Tebenko V.M. Electronic commerce: a course of lectures. Melitopol: Lux, 2020. 225 p.
8. Bernd W. Wirtz. Digital Business and Electronic Commerce. Springer. URL: https://www.berndwirtz.com/wp-content/uploads/2021/06/DB_LectureMaterial_2021.pdf. 9
9. Grekhov A.M. Electronic business. Textbook. Kyiv, Condor, 2022. - 310 p.
10. Karpenko M. Yu. Electronic commerce: lecture notes for students of all forms of study of the first (bachelor's) level of higher education, specialty 073 – Management. Kharkiv. National University of City Economics named after O. M. Beketov. – Kharkiv: KhNUMG named after O. M. Beketov, 2021. – 146 p.
11. Sadchykova, I., Tarasenko, A., & Dubyna, M. Theoretical substantiation of the essence of the concept of "electronic commerce". Economy and Society, 2023, (53). <https://doi.org/10.32782/2524-0072/2023-53-36>
12. Information technologies in business. Part 1: Textbook, edited by I.B. Shevchuk. Lviv: Publishing house of NNVK "ATB", 2020. 455 p.
13. Tarasenko S. V., Petrushenko Y. M. International Business: Textbook Sumy: Sumy State University, 2021. – 222 p.

Electronic resources:

1. On electronic commerce: Law of Ukraine dated 03.09.2015 No. 675-VIII. URL:<https://zakon.rada.gov.ua/laws/show/675-19>.
2. Action.Business: state portal for entrepreneurship and export development. URL:<https://business.diia.gov.ua/>.
3. Digital education. Action: educational platform. URL:<https://osvita.diia.gov.ua/>.
4. Retailers.ua: information portal about retail and e-commerce in Ukraine. URL:<https://retailers.ua/>.
5. Digital 2025: Global Overview Report / DataReportal - Global Digital Insights. URL:<https://datareportal.com/reports/digital-2025-global-overview-report>.
6. Google Digital Garage: Free digital skills courses. URL:<https://learndigital.withgoogle.com/digitalgarage-ua>.
7. EVO.business: an expert resource about marketplaces and e-commerce. URL:<https://evo.business/>.
8. About the results of the research on the e-commerce market in Ukraine / Official website of the Retailers Association of Ukraine (RAU). URL:<https://rau.ua/>.
9. Prometheus: a platform for massive open online courses in Ukraine. URL:<https://prometheus.org.ua/>.
10. Think with Google: marketing research and digital trends. URL:<https://www.thinkwithgoogle.com/intl/uk-ua/>.