«ELECTRONIC BUSINESS»

COURSE SYLLABUS ABSTRACT
of higher education institution

Speciality 6-05-0611-04 Electronic economy

Profiling Digital Marketing

	STUDY MODE	
	full-time	part-time
Year	4	5
Semester	7	9
Lectures, hours	34	8
Laboratory classes, hours	34	8
Practical classes (seminars), hours	16	4
Exam, semester	7	9
In-class test (semester, hours)	-	9 (2 hours)
Contact hours	84	22
Independent study, hours	116	178
Total course duration in hours / credit units	200/6	

1 Summary of the academic discipline

Electronic economy, its structure, dynamics, development trends. Electronic business. Digital transformation. E-business models. Electronic money and payment systems. Electronic financial systems. Electronic logistics systems. Electronic goods and services. Electronic markets and methods of their research. Electronic media and advertising. E-commerce. E-education. Electronic health care. Designing a business model. The business plan of the e-business project. E-business risk management.

2 Course outline: upon completion of the course, students will be expected to

– know: basic scientific and theoretical principles of e-business for solving theoretical and practical problems;

– be able to: to work independently; to draw up budgets, plans of the enterprise and its divisions; to develop strategies for the development of organizations (enterprises); to evaluate the effectiveness of solutions in the field of electronic business informatization; to explore and analyze the market of electronic products and services, information systems and information and communication technologies; to analyze the requirements for electronic products; to conduct a pre-project survey, to identify the information needs of the customer and to form requirements for an automated information system in the field of electronic business;

– possess: to apply an interdisciplinary approach to problem solving; systematic and comparative analysis.

3 Competencies

Design and manage an electronic business.

4 Requirements and forms of midcourse evaluation and summative assessment

Current certification: current survey, laboratory work protection. Intermediate certification: exam.