«BUSINESS STRATEGIES ON THE INTERNET»
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	16	4
Laboratory classes, hours	34	8
Exam, semester	7	9
In-class test (semester, hours)	-	9 (2 hours)
Contact hours	50	14
Independent study, hours	58	94
Total course duration in hours / credit units	108 / 3	

1 Summary of the academic discipline

The concept of a strategic process. Matrix methods in strategic analysis. The organization's strategy on the Internet. Strategic decisions in the complex of marketing communications on the Internet. The value chain in electronic business.

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

– know: principles of strategic management in organizations; features of strategy development on the Internet; trends in the development of marketing on the Internet;
– be able to: carry out strategic analysis;
– possess: to developing a business strategy on the Internet.

3 Competencies

Develop business strategies in the global computer network Internet.

4 Requirements and forms of midcourse evaluation and summative assessment

Current certification: laboratory work protection. Intermediate certification: exam.