«ELECTRONIC BUSINESS»

COURSE SYLLABUS ABSTRACT
of higher education institution

Speciality 6-05-1042-014 Transport logistics

Profiling Regional transport and logistics systems

	STUDY MODE	
	full-time	part-time
Year	4	4
Semester	7	7
Lectures, hours	16	4
Practical classes (seminars), hours	34	8
Pass/fall, semester	7	7
Contact hours	50	12
Independent study, hours	94	132
Total course duration in hours / credit units	144 / 4	

1. Course outline

Electronic business. E-business models. Electronic goods and services. Electronic markets and methods of their research. Electronic media and advertising. E-commerce. Designing a business model. The business plan of the e-business project.

2. Course learning outcomes

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; make business plans for an e-business project; evaluate the effectiveness of e-business solutions; explore and analyze the market for electronic products and services; analyze requirements for electronic products; conduct a pre-project survey, identify customer needs and form requirements for an automated information system in the field of electronic business;

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

3 Competencies

solve standard tasks of professional activity based on the use of information and communication technologies;

be capable of self-development and improvement in professional activity;

analyze and implement the structure of the network economy, electronic markets, develop a mechanism and implement commercial business processes using various Internet platforms.

4 Requirements and forms of midcourse evaluation and summative assessment

Current certification: laboratory work protection. Intermediate certification: pass/fail.