



APPROVED

Vice-rector for educational activities

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Управление и инновации электронного бизнеса / Management and Innovation of E-Business

Syllabus of the course

| | |
|---------------------------|---|
| Specialty | 38.03.02 Management |
| Specialization | Business management and digital innovations |
| Level of higher education | Bachelor |
| Form of training | Full-time |
| Year of enrolment | 2023 |

Authored by:

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| | | |
|-----------------------|-----|---|
| Total number of hours | 180 | Form of final attestation: Exam: semester 7 |
| incl: | | |
| contact work | 96 | |
| self-study | 48 | |
| practical training | 0 | |
| control hours | 36 | |

Hours distribution:

| | |
|-----------------------------|------------|
| Semester: | 7 |
| Type of classes | Hours |
| Contact hours | 54 |
| Practical training | 42 |
| Laboratory work | |
| Total contact hours | 96 |
| Self-study | 48 |
| Control hours | 36 |
| Total academic hours | 180 |
| Total credits | 5 |

Saint-Petersburg

2023

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1. LEARNING OBJECTIVES

| | |
|-------------------|---|
| Objective: | Mastering by students the theoretical and practical foundations of analysis, processing and presentation of data using digital technologies in making business decisions. |
|-------------------|---|

2. COURSE PLACE IN THE PROGRAMME STRUCTURE

Discipline B1.V Management and Innovation of E-Business refers to the part formed by the participants of educational relations of Block 1.

3. EXPECTED LEARNING OUTCOMES

| Code and name of graduate competence | Code and name of the competence achievement indicator | Expected learning outcomes |
|---|--|--|
| PC-4 – Development of a business development strategy | PC-4.3 – Able to initiate the formation of patent applications for new technologies created within the framework of products, research of existing technologies, products and organizations on the market as potential assets for acquisition, formation of proposals for the acquisition of third-party assets attractive for the goals and interests of the organization, analysis of business the effectiveness of the organization's existing assets | <p>To know: the main resource support for solving specific problems in managing and developing a business</p> <p>To be able to: develop business development strategies, make decisions within the framework of e-business management, generate proposals for the acquisition of third-party assets and analyze the business efficiency of existing assets.</p> <p>To possess: the skills of developing an e-business development strategy and the skills of forming patent applications for new technologies, conducting research on existing technologies, products and organizations on the market.</p> |

4. COURSE STRUCTURE AND CONTENT

| Code and name of the topics | Course content | Academic hours | | | |
|---|--|----------------|-----------|-----------|------------|
| | | Contact work | | | Self-study |
| | | Lectures | Practices | Workshops | |
| Topic 1. Innovation management as a mechanism for managing the economic performance of e-business | Competitive strategies, main types of market strategies, 12 foundations of competitiveness, models for assessing the impact of innovative technologies, criteria for classifying goods, works, services as innovative and high-tech products, indicators of enterprise innovativeness. | 6 | 6 | | 6 |

| | | | | | |
|---|--|-----------|-----------|----------|-----------|
| Topic 2. Methods for assessing and ranking innovative technologies | Algorithm for implementing the methodology for ranking innovative projects, an algorithm for optimizing the use of resources in terms of cost, implementation time and emerging risks in the implementation of programs and projects for innovative development of electronic business, an algorithm for evaluating project effectiveness. | 6 | 4 | | 6 |
| Topic 3. Models of e-business | Reducing the costs of e-business, the advantages, limitations and risks of different pricing models, the specifics of building a supplier and customer relationship management system (SRM and CRM), determining the type of business model for different market segments, taking into account industry specifics. | 6 | 4 | | 4 |
| Topic 4. The role of innovation in shaping the competitiveness of e-business products | The main factors influencing the competitiveness of products, the value chain, the dynamics of indicators of the competitiveness of high-tech industry products in ensuring innovative development, the stages of the investment process. | 6 | 4 | | 4 |
| Topic 5. Organization and management of innovative activities of electronic business | E-business innovation management, the effectiveness of new technology and advanced technology, the plan for the development of new products and high production technologies, network planning and management. | 6 | 4 | | 4 |
| Topic 6. E-business risk assessment | Basic principles of risk management, risk management scheme, management tasks for creating a risk management system, models of managing the risk management system. | 6 | 4 | | 6 |
| Topic 7. Problems of e-business management | Methods for protecting information and personal data, ways to solve the problem of fraud on the Internet, which affects the market activity of electronic business. | 6 | 6 | | 6 |
| Topic 8. Analysis and diagnostics of return on assets and equity of e-business | Evaluation of economic efficiency, current and non-current assets, dynamics and technical condition of fixed assets, Monte Carlo method, NPV and IRR. | 6 | 6 | | 6 |
| Topic 9. Prospects for the development of e-business | Internet of Things, customer economy and Big Data, machine learning, Industry 4.0 technologies. | 6 | 4 | | 6 |
| Control hours: | | | | | 36 |
| Total hours: | | 54 | 42 | 0 | 48 |

5. TEACHING AND LEARNING TOOLS OF THE COURSE

5.1 Recommended literature

| Bibliographic description of the publication (author, title, type, place and year of publication, number of pages) | Digital resources |
|--|---|
| Digital Economy: E-Business and E-Commerce Management (Larisa Vladimirovna Lapidus, 2022, INFRA- | https://znanium.com/catalog/document?id=395601 |

| | |
|---|---|
| M Research Center, Moscow) | |
| Radievsky, M.V. Organization of production: innovative strategy for sustainable development of the enterprise: textbook / M.V. Radievsky. - Moscow: INFRA-M, 2023. - 377 p. | https://znanium.com/catalog/document?id=422782 |

5.2 List of software (including national production)

- 7-Zip
- LibreOffice
- ОС АЛТ образование 10

5.3 List of reference systems and modern professional databases

| № | Name of reference systems and professional databases |
|-----|--|
| 1. | Digital library Grebennikon.ru – www.grebennikon.ru |
| 2. | Science Digital Library eLIBRARY – www.elibrary.ru |
| 3. | Science Digital Library КиберЛеника – www.cyberleninka.ru |
| 4. | Database ПОЛПРЕД Справочники – www.polpred.com |
| 5. | Database OECD Books, Papers & Statistics on the platform OECD iLibrary www.oecd-ilibrary.org |
| 6. | Legal reference system КонсультантПлюс (installed resource UNECON or www.consultant.ru) |
| 7. | Legal reference system «ГАРАНТ» (installed resource UNECON or www.garant.ru) |
| 8. | Information and referral system «Кодекс» (installed resource UNECON or www.kodeks.ru) |
| 9. | Digital library system BOOK.ru - www.book.ru |
| 10. | Digital library system ЭБС ЮРАЙТ – www.urait.ru |
| 11. | Digital library system ЗНАНИУМ (ZNANIUM) – www.znanium.com |
| 12. | Digital library UNECON – opac.unecon.ru |

6. TECHNICAL FACILITIES

There are special rooms for lectures, seminars, coursework, group and individual consultations, current and interim assessments, as well as rooms for self-study.

The premises are equipped with equipment and teaching aids.

The rooms for students' independent work are equipped with computers with Internet connection and access to the university's electronic learning environment.

| Name of classroom | Classroom location |
|--|--|
| Aud. 3-4-5 The classroom (for conducting lecture-type classes and seminar-type classes, course design (term papers), group and individual consultations, current control and intermediate certification), is equipped with a multimedia complex. Specialized furniture and equipment: Educational furniture for 40 seats, teacher's workplace, lectern 1 pc., 3-section chalk board 1 pc., chair 1 | 191023, St. Petersburg, st. Griboyedov Canal, 30/32, letters "A", "B", "R" |

| | |
|--|--|
| pc., hanger stand 1 pc. Portable multimedia kit: Notebook HP 250 G6 1WY58EA, Multimedia projector LG PF1500G. Sets of demonstration equipment and visual aids: multimedia applications for lecture courses and practical exercises, interactive educational visual aids. | |
|--|--|

7. METHODOLOGICAL GUIDELINES FOR STUDENTS

The following documents should be made available to the trainee before the start of the course:

- training and methodological documentation;
- local normative acts regulating the main issues of the organisation and implementation of educational activities, including those regulating the procedure for current monitoring and interim assessment of students;
- the schedule of consultations of the teaching staff.

The level and depth of mastering the discipline is determined by the active and systematic work of students in lectures, seminars, independent work, including in terms of identifying the most significant and relevant problems for further study. A special condition for qualitative mastering of the discipline is an effective organisation of work, which allows distributing the academic workload evenly in accordance with the schedule of the educational process.

When preparing for classes, students have the opportunity to attend consultations with the staff of UNECON according to the timetable set out in the schedule of consultations.

The students' in- and out-of-classroom work should aim to form:

- the fundamentals of the learner's world view and scientific understanding;
- basic knowledge relevant to the training area and the declared professional field, forming the target and professional basis for training;
- professional competences oriented towards the needs of the labour market;
- an individual trajectory by mastering a unique set of professional competences that complement the learner's competence model, through a focus on specific professional specialised areas of knowledge defined by labour market representatives;
- meta-skills for learners, such as teamwork and leadership, data analysis, digital skills, project design and implementation, intercultural interaction.

8. SPECIFICATIONS FOR TEACHING DISABLED PERSONS

Students with disabilities, if necessary, are taught on the basis of an adapted work programme using special teaching methods and didactic materials that take into account the particularities of their psychophysical development, individual capacities and health status.

In order for disabled persons and persons with disabilities to master the curriculum, the University shall ensure that:

- for the visually impaired and visually impaired: availability of information on the timetable in accessible places and adapted forms for learners who are blind or visually impaired; presence of an assistant to assist the learner as needed; production of alternative formats of teaching materials (large print or audio files);
- for the hearing-impaired and hearing-impaired: adequate sound reproduction of information;
- for persons with disabilities and persons with mobility impairments: the possibility of unimpeded access for students to classrooms, restrooms and other areas of the department, as well as their stay in these areas.

Learners with disabilities and persons with disabilities are provided with printed and/or electronic educational resources in forms adapted to their disabilities. The education of students with disabilities may be organised with other students or in separate groups or organisations.

ASSESSMENT RESOURCES

1.1 Control tasks and assignments for interim attestation

1. Business response to the challenges of the mobile Internet era.
2. Scenarios for the development of the Russian Sharing Economy market.
3. Internet of Things (IoT), virtual and augmented reality, 3D printers
4. Key landmarks of innovative business.
5. Finding successful ideas for doing business on the Internet.
6. The main idea of the N. Kano quality customer satisfaction model.
7. Methodology for assessing the quality of services SERVQUAL.
8. Methods are used in practice for the systematic processing of complaints, analysis of their causes and identification of problems in the quality of electronic services.
9. Evaluation of the quality of electronic services using the e-SQMSU methodology.
10. Fraud on the Internet: causes and consequences.
11. Methods for protecting information and personal data.
12. Loss of business from cybercrime.
13. World practice of combating fraud on the Internet.
14. What role does consumer targeting play? What parameters determine the quality of targeting?
15. Digital advertising for business.
16. What is the impact of consumer behavior on the Internet on the conduct of electronic business.
17. Development of a marketing strategy for a company doing business on the Internet.
18. Carrying out marketing research on the Internet.
19. Criteria for classifying goods, works, services as innovative and high-tech products.
20. Algorithm for estimating the load of production capacities of an enterprise.
21. 12 foundations of competitiveness.
22. The value chain.
23. The main stages of the investment process.
24. Factors affecting the competitiveness of products.
25. Basic models of the organization of management of the risk management system.

1.2 Topics for written task

Is not provided by the work programme of the discipline.

1.3 Interim checkpoints

| Number | Type | Method of conduct | Topic number |
|--------|------------|-------------------|--------------|
| 1 | case | written | 1-5 |
| 2 | case | written | 6-9 |
| 3 | monitoring | written | 1-9 |

1.4 Other assessment objects

Is not provided by the work programme of the discipline.

1.5 Self-study

| Name of self-study | Topic number |
|--|--------------|
| Exam preparation | 1-9 |
| Doing homework | 1-9 |
| Preparation for lectures and practical classes | 1-9 |

1.6 Grading scale

Scales of assessment and procedures for assessing learning outcomes of the discipline are regulated by the Regulations on the current control of progress and interim attestation of students in higher education programmes and the Regulations on the scoring and rating system.

A grading and rating system is used to assess the learning outcomes of the discipline:

The final control of the discipline is an examination (or a differentiated test), the final grade being formed in accordance with the scale given in the table below:

| Баллы | Оценка |
|-----------|--------------|
| ≤ 54 | fail |
| 55-69 | satisfactory |
| 70-84 | good |
| ≥ 85 | excellent |

Grading scale

| | |
|------------------|---|
| 2 (points to 54) | Demonstrates a lack of understanding of the problem. Many of the requirements of the assignment are not met. An initial perception of the material is demonstrated. The work is incomplete and/or plagiarized. |
| 3 (points 55-69) | Demonstrates a partial understanding of the problem. Most of the requirements of the task have been met. Mastery of the elements of the assigned material. The material is mostly clear and coherent. |

| | |
|-------------------|---|
| 4 (points 70-84) | Demonstrates considerable understanding of the issue by the discipline. All requirements of the assignment are fulfilled. The content of the completed tasks is disclosed and examined from different perspectives. |
| 5 (points 85-100) | Demonstrates full understanding of the problem. All requirements of the assignment are fulfilled. Demonstrates proficiency in the discipline. The completed assignments are holistic, complete, structured, present different points of view and demonstrate creativity. |