



APPROVED:  
Vice-rector for study and methodical work  
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20 22.

## Организация электронного бизнеса / E-Business

### Syllabus of the course

Specialty	38.04.02 Management
Specialization	International Business Administration
Level of higher education	Master's Degree
Form of training	Full-time
Year of enrollment	2022

Authored by:

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Total number of hours	108	<b>Form of final attestation:</b>  Test: semester 3
incl:		
contact work	28	
self-study	80	
practical training	0	
control hours	0	

#### Распределение часов дисциплины:

Semester:	3
Type of classes	Hours
Contact hours	16
Practical training	12
Laboratory work	
<b>Total contact hours</b>	<b>28</b>
Self-study	80
Control hours	0
<b>Total academic hours</b>	<b>108</b>
<b>Total credits</b>	<b>3</b>

Saint-Petersburg  
2022

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## 1. LEARNING OBJECTIVES

<b>Objective:</b>	Formation of an integral system of knowledge among students about the possibilities of doing business and market activities in the online environment; studying the basic terms, concepts, business models specific to the Internet, the features of doing business online and the impact of modern Internet technologies on consumer behavior.
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## 2. COURSE PLACE IN THE PROGRAMME STRUCTURE

Discipline B1.V 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-3 – Able to make management decisions at a strategic and operational level in an international company	PC-3.2 – Organizes the system of operational management of international companies	<p>To know: the main forms and models of modern e-commerce and trends in the development of electronic business models for making managerial decisions; features of the organization of communications within the framework of electronic business models.</p> <p>To be able to: make management decisions at various levels (strategic or operational), as well as organize the work of the company's management, taking into account the peculiarities of the functioning of electronic business models in the online environment.</p> <p>To possess: basic tools for engineering electronic business models of international companies; network management skills of the company and its partners interacting using information systems in electronic markets.</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. E-business management	Relationships within the company in e-business. E-Business Collaboration: Types of interactions a company has with employees, customers, suppliers, or business partners. Analysis of the situation in the management of e-business: a	2	2		16

	market view and a view in terms of resources. The shift in the commodity structure in the Internet economy. Examples of disintermediation. Analysis of the situation in e-business management: SWOT analysis. Normative management. A look at the company from the point of view of electronic business.				
Topic 2. Strategies in e-business	Components of strategy development in e-business. Porter's general strategies. Six types of strategies in e-business. Relationship management. Changes in the structure of doing business. Classification of business models. New trend: the sharing economy. Process management in e-business strategy. The relationship of technology, e-business and company strategy.	4	2		16
Topic 3. Communication, coordination and cooperation - e-business levels	Definition, description, tasks, levels, mechanisms and systems of communication. Extended communication model. Anatomy of a message. Characteristics of communication in the company. Definition, tasks and types of coordination. Examples of different situations of coordination. Coordination systems: electronic market and ticket system. Definition, situations, tasks, levels, mechanisms and systems of cooperation. The difference between cooperation and collaboration. Hybrid coordination mechanisms in cooperation. Differences between the three mechanisms of cooperation. Social networks as a system of cooperation, their examples and functions. Difficulties of cooperation: volunteerism, trust, interconnectedness, respect, heterarchy and responsibility.	4	2		16
Topic 4. Basic business processes in e-business	Customer relationship management: goals and stages. Pyramid of UVC components. radar model. Customer-focused e-business strategies. Approaches to individualization. Product customization. Approaches to modularity. Versioned product and approaches to its creation. Customer experience management. Supply Chain Management: Purposes and Objects of a Supplier-Oriented Concept. Whip effect. Supply chain areas. Categories of solutions. Interaction of suppliers, producers and consumers. Types of supply chains. Interorganizational supply chain planning. Further development of the UCP. Shared supply chain. Industry 4.0. Goals, examples and classification of network management. Special forms of cooperation.	4	4		16
Topic 5. Enterprise 2.0	Cooperation within the company. Development of knowledge management. Processes and platforms of cooperation within knowledge management. Cooperation in all information functions. Problems of knowledge management. Willingness to cooperate in social networks. Ideas management.	2	2		16

	The creative process according to Vallos. Idea management systems. Advantages and disadvantages of co-creation. Team Creativity Model. Complaints management. Innovation management. Definition and process of innovation. Chesburg's innovative model. Innovative platform.				
<b>Control hours:</b>					<b>0</b>
<b>Total hours:</b>		<b>16</b>	<b>12</b>	<b>0</b>	<b>80</b>

## 5. TEACHING AND LEARNING TOOLS OF THE COURSE

### 5.1 Recommended literature

<b>Bibliographic description of the publication (author, title, type, place and year of publication, number of pages)</b>	<b>Digital resources</b>
Gavrilov, L.P. E-commerce: textbook and workshop for undergraduate and graduate students / L.P. Gavrilov. - 2nd ed., add. - M.: Yurayt Publishing House, 2018. - 433 p. - (Series: Bachelor and Master. Academic course).	<a href="https://biblio-online.ru/book/...34C4A6/elektronnaya-kommerciya">https://biblio-online.ru/book/ ...34C4A6/elektronnaya-kommerciya</a>
Naumov, Vladimir Nikolaevich Strategies for interaction with consumers in the Internet environment [Electronic resource]: study guide / V.N. Naumov; St. Petersburg State. University of Economics, Institute of Magistracy. - St. Petersburg: Publishing House of St. Petersburg State University of Economics, 2015. - 109 p. : ill. - There is a stove. analogue. — Bibliography: p. 108-109 (17 titles) and sublinear. note	<a href="http://opac.unecon.ru/elibrary...%B1%D0%B8%D1%82%D0%B5%D0%BB%25">http://opac.unecon.ru/elibrary ...%B1%D0%B8%D1%82%D0%B5%D0%BB%25</a>
Andreevsky, Igor Leonidovich. Electronic business: textbook / I.L. Andreevsky, H.I. Aminov; Ministry of Education and Science Ros. Federation, St. Petersburg. state economy un-t, Dept. information systems and technologies. - St. Petersburg: Publishing house of St. Petersburg State University of Economics, 2017. - 77 p.	<a href="http://opac.unecon.ru/elibrary...B8%D0%B7%D0%BD%D0%B5%D1%81.pdf">http://opac.unecon.ru/elibrary ...B8%D0%B7%D0%BD%D0%B5%D1%81.pdf</a>

### 5.2 List of software (including national production)

- 7-Zip
- Microsoft Office Professional
- Microsoft Windows Professional

### 5.3 List of reference systems and modern professional databases

<b>№</b>	<b>Name of reference systems and professional databases</b>
1.	Digital library Grebennikon.ru – <a href="http://www.grebennikon.ru">www.grebennikon.ru</a>
2.	Science Digital Library eLIBRARY – <a href="http://www.elibrary.ru">www.elibrary.ru</a>
3.	Science Digital Library КиберЛеника – <a href="http://www.cyberleninka.ru">www.cyberleninka.ru</a>

4.	Database ПОЛПРЕД Справочники – <a href="http://www.polpred.com">www.polpred.com</a>
5.	Database OECD Books, Papers & Statistics on the platform OECD iLibrary <a href="http://www.oecd-ilibrary.org">www.oecd-ilibrary.org</a>
6.	Legal reference system КонсультантПлюс (installed resource UNECON or <a href="http://www.consultant.ru">www.consultant.ru</a> )
7.	Legal reference system «ГАРАНТ» (installed resource UNECON or <a href="http://www.garant.ru">www.garant.ru</a> )
8.	Information and referral system «Кодекс» (installed resource UNECON or <a href="http://www.kodeks.ru">www.kodeks.ru</a> )
9.	Digital library system BOOK.ru - <a href="http://www.book.ru">www.book.ru</a>
10.	Digital library system ЭБС ЮРАЙТ – <a href="http://www.urait.ru">www.urait.ru</a>
11.	Digital library system ЗНАНИУМ (ZNANIUM) – <a href="http://www.znanium.com">www.znanium.com</a>
12.	Digital library UNECON – <a href="http://opac.unecon.ru">opac.unecon.ru</a>

## 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. 2026 Computer class (for conducting practical classes, course design (performing term papers) using computer technology). Equipped with a multimedia complex. Specialized furniture and equipment: Educational furniture for 25 seats, teacher's workplace (table - 2 pcs., chair - 1 pc.), 3-section marker board - 1 pc., rack hangers - 2 pcs., ISO chair - 9 pcs., blinds - 2 pcs., Computer pentium x2 g3250 /8Gb/500gb/ philips 21.5") - 1 pc., Computer Intel X2 G3420/8 Gb/500 HDD/PHILIPS 200V4 - 23 pcs., Notebook HP 250 G6 1WY58EA - 2 pcs., Multimedia projector Optoma x 400 - 1 pc. Sets of demonstration equipment and visual aids: multimedia applications for lecture courses and practical exercises, interactive educational visual aids.	191023, St. Petersburg, st. Griboyedov Canal, 30/32, letters "A", "B", "R"
Aud. 2062 Classroom (for conducting lecture-type classes and seminar-type classes, course design (term papers), group and individual consultations, current control and intermediate certification), equipped with a multimedia complex. Specialized furniture and equipment: Educational furniture for 56 seats, teacher's workplace, chalk board (single-section) - 1 pc., pulpit - 1 pc., table - 1 pc., chair - 2 pcs., Computer Intel Core i3-2100 CPU @ 3.10GHz/4/500 Acer V193 - 1 pc., Multimedia projector Panasonic PT-VX610E - 1 pc., Multimedia projector Optoma EX-632 - 1 pc., Screen DRAPER TARGA 221x295 - 1 pc. Sets of demonstration equipment and visual aids: multimedia applications for lecture courses and practical exercises, interactive educational visual aids.	191023, St. Petersburg, st. Griboyedov Canal, 30/32, letters "A", "B", "R"
Aud. 3053 Classroom (for conducting lecture-type classes and seminar-type classes, course design (term papers), group and individual consultations, current control and intermediate certification), equipped with a multimedia complex. Specialized furniture and equipment: Educational furniture for 124 seats, teacher's workplace, table m / m - 1 pc., chalk board (3-section) - 2 pcs., pulpit - 1 pc., table - 2 pcs., chair - 2 pcs., blinds - 3 pcs., Computer Intel i3-2100 2.4 Ghz/500/4/Acer V193 19" - 1 pc., Multimedia projector Optoma EX-632 - 1 pc., Screen Draper Baronet 175*234 - 1 pc., Acoustic system Electro-voice - 4 pcs., Broadcast mixer-amplifier Dynacord MV512 - 1 pc. Sets of demonstration equipment and educational visual aids: multimedia applications for lecture courses and practical exercises, interactive educational visual aids.	191023, St. Petersburg, st. Griboyedov Canal, 30/32, letters "A", "B", "R"

## **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

Is not provided by the work programme of the discipline.

### 1.2 Topics for written task

Is not provided by the work programme of the discipline.

### 1.3 Interm checkpoints

Number	Type	Method of conduct	Topic number
1	Case	written	1-5
2	Practical work	written	1-5
3	Monitoring	written	1-5

### 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
Preparation for lectures and practical classes	1-5
Doing homework	1-5
Essay writing	1-5

### 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 form of the final control in the discipline is a test, the final result is formed in accordance with the scale shown in the table below:

Points	Grade
<55	Fail
>=55	Pass

## 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.