



SYLLABUS "E-COMMERCE"

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Department responsible for the course or equivalent: Institute of Management in Economic, Ecological and Social Systems; Department of Management and Innovation Technology

Semester when the course unit is delivered: 5th

Level of course unit: Bachelor level

ECTS credits: 6

ADMISSION REQUIREMENTS

Applicants are expected to have completed the following courses:

- Economics,
- Management,
- Marketing,
- Introduction to trading. Commodity research are required.

COURSE OBJECTIVES (AIMS)

- to obtain theoretical and practical competency on various types of modern entrepreneurial activity using the Internet and mobile devices in the field of electronic commerce. This discipline is necessary for the preparation of bachelors in the field associated with the commercial market for goods and services. Necessary for the professional activities of bachelors in the subject area of "Trade".

COURSE CONTENTS

Session 1. History and stages of development of electronic commerce

- The information technology;
- Internal automation in the activities of companies;
- Industry standards for various transport systems;
- industry standards for various transport systems;
- Internet retail.

Session 2. Basic concepts of e-commerce

- E-business;
- Types of e-business activities; Electronic commerce; ERP system.

Session 3. Development of electronic commerce in Russia



- Contractual and financial problems;
- Security and operations security issues;
- Property rights;
- Involvement of new participants.

Session 4. Strategies for the development of e-commerce systems

- International requirements and recommendations;
- Commission on Entrepreneurship, the Office of Business Practices on Trade and Development (UNCTAD);
- the United Nations Commission on International Trade Law (UNCTRAL);
- Center for the Simplification of Procedures and Practices in Trade and Transport Management (CEFACT).

Session 5. The concept and structure of Internet marketing

- Network economy and online shopping;
- Features of the electronic business system;
- Features of the electronic business system;
- Fast response to demand;
- Cost reduction.

Session 6. E-commerce Issues

- Classification of types of business;
- Classification of business processes;
- Classification of e-commerce systems.

Session 7. Internet advertising

- Groups of payment systems;
- Exchange Encryption;
- Electronic cash (digital money);
- Russian payment systems.

Session 8. Development of site structure

- Classifiers of information;
- All-Russian classifiers and reference books;
- Commodity nomenclature of foreign trade activities;
- Classifier of commodity nomenclature of foreign trade activities.

LEARNING OUTCOMES

Knowledge:

- basic concepts, terms and their definitions in the field of technical regulation; main types of regulatory and technical documents; know the forms of business organization in the Russian Federation;
- the conceptual apparatus of the studied discipline; methodological foundations of creating information systems and technologies in professional activities; technology for solving optimization problems; methods for collecting and processing statistical information using a professional information environment;



- types and requirements for the design of technical documentation used in electronic commerce;
- the methods of studying, satisfying and forecasting customer demand, the rules for their formation with the help of marketing communications, the methods and methods of analyzing marketing information, market conditions;
- the content and stages of the organization and planning of material and technical support of enterprises, the purchase and sale (sale) of goods;
- the data processing procedure, the procedure for working with information sources, the basics of business planning for developing measures to improve the efficiency of trade, technological, marketing, advertising, and (or) logistics processes in the enterprise, including using information technology.

Skills:

- : work with normative and technical documentation in the field of quality assessment and confirmation of conformity of goods; verify the authenticity of the completion of the certificate and declaration of conformity; be able to use the regulatory documents governing the creation, liquidation and reorganization of a commercial enterprise;
- to determine the role and place of information technology in professional activities; technologically solve optimization problems; justify the composition of indicators characterizing the commercial activities of the enterprise;
- to work with technical documentation, necessary for electronic commerce;
- to identify and satisfy the needs of customers, to form needs with the help of marketing communications, to study and predict the demand of consumers, to analyze marketing information, market conditions;
- to organize and plan the logistics of enterprises, the purchase and sale (sale) of goods;
- to determine the list of necessary information for the preparation of a business plan, independently generate ideas related to improving the efficiency of trade, technological, marketing, advertising, and (or) logistics processes in the enterprise.

Learning Outcomes:

- to apply search and use documents establishing requirements for the safety and quality of goods and services, as well as confirming compliance of goods and services with established requirements; selection of



organizational structures of the enterprise; design skills for solving a specific problem, choosing the best way to solve it, based on existing legal norms and available resources and restrictions;

- to skills in using an information product in commercial activities; skills of using e-commerce methods;
- To skills for receiving goods in quantity and quality; placement of goods; control of the conditions and terms of transportation and storage of goods; provision of goods in warehouses and shops; operation of the main types of trade and technological equipment; participation in the inventory of goods;
- to work skills and validation execution of technical documentation necessary for e-commerce;
- to identify and satisfy the needs of buyers of goods, shape them using marketing communications, study and forecast consumer demand, analyze marketing information, market conditions;
- to skills in evaluating the effectiveness of the inventory management process;
- to apply the skills of business planning, methods of setting tasks for optimizing solutions to improve the efficiency of trade, technological, marketing, advertising, and (or) logistics processes in the enterprise.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

Each session lecturing accounts for about 60% of time, students' participation in discussion accounts for 40%. Specifically, the lecturer will invite students to speak during the lecture. At the end of each session, questions are presented for discussion.

During the seminars, students will have an opportunity to analyze some knowledge processes, to work with open source software for knowledge management and recognize how to deal with linguistic values (as knowledge) by using information technologies.

Comprehensive development of student discipline involves:

- students involvement in problem-based presentation;
- students self-guided reading of the further literature;
- students participation in case studies;
- interview and testing.

ASSESSMENT METHODS AND CRITERIA

Criteria for evaluation:



Interview

- 10 points to the students demonstrating a thorough understanding of the problem comprehensively, consistently, correctly and logically presenting the theoretical material; correctly formulating the definition of 3 questions; completion of a test assignment;
- 7 points to the students demonstrating considerable understanding of the problem, knowledge of the basic theoretical concepts; fairly consistently, correctly and logically presenting the material of 2 questions; completion of a test assignment;
- 5 points to the students demonstrating considerable understanding of the problem, knowledge of the basic theoretical concepts; fairly consistently, correctly and logically presenting the material of 2 questions; not completion of a test assignment;
- 3 point to the students demonstrating a partial understanding of the problem, a general knowledge of the material being studied by 1 question; not completion of a test assignment;
- 0 points to the students not demonstrating the possession of the conceptual apparatus of the discipline; not answering a single question; not completion of a test assignment.

Case studies

- Evaluation of "passed" is given to the students if the decision is consistent formulated, if there is a deeper problem conceived, if he demonstrates an original approach (innovation, creativity); registered alternatives, if there is the possibility of the result use;
- Assessment of "not passed" " is given to the students if the decision does not meet the ideas of modern HRM, is not adequate to HR market; is not sound and doesn't predict difficulties; is not applicable in practice.

Essay

- Assessment of "excellent" (10 points) is given to the student if he introduces a clear thesis or a clear statement of the position consistently settled into a well-organized essay; presents a balanced argument supported with information; raises important questions; analyzing and convincing conclusions; there are no conceptual errors.



- Assessment of "good" (8 points) is given to the students if he introduces basic requirements for the essay, but permit shortcomings. In particular, there are inaccuracies in the presentation of the material; there is no logical sequence in the judgment.
- Evaluation of "satisfactory" (6 points) is given to the students if the essay's topic is disclosed not enough; specific position are not given; information is inaccurate, mechanical errors seriously impedes understanding.
- Evaluation of "unsatisfactory" (less than 6 points) is given to the students if the essay topic does not match, reveals a significant lack of understanding of the problem, arguments are scattered, inconsistent, many dubious or erroneous facts, the text is untidy and hard to read, a lot of grammatical and spelling errors.

COURSE LITERATURE (RECOMMENDED OR REQUIRED)

1. Kobelev, O.A. Elektronnaya kommerciya : uchebnoe posobie
(<http://biblioclub.ru/index.php?page=book&id=496127>);
2. Sinyaeva, I.M. Marketing v kommercii : uchebnik
(<http://biblioclub.ru/index.php?page=book&id=453933>);
3. Krahotkina, E.V. Sistemy elektronnoj kommercii i tekhnologii ih proektirovaniya : uchebnoe posobie (<http://biblioclub.ru/index.php?page=book&id=459069>).