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## SYLLABUS "INTERNET ENTREPRENEURSHIP"

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**Lecturer (name, academic title, e-mail):** Kristina Drokina, Senior Lecturer, Candidate of Science in Economics, e-mail: kvdrokina@sfedu.ru

**Department responsible for the course or equivalent:** Institute of Management in Economic, Ecological and Social Systems; Department of Management and Innovative Technologies

**Semester when the course unit is delivered:** 7<sup>st</sup>

**Level of course unit:** Bachelor level

**ECTS credits:** 6

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### ADMISSION REQUIREMENTS

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Applicants are expected to have completed the following courses:

- Introduction to trading. Commodity research;
- Marketing.

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### COURSE OBJECTIVES (AIMS)

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- to know the methods of marketing planning on the Internet;
- to be able to use modern technical tools and information technologies to solve analytical, research and communication tasks of Internet marketing, including the study of the Internet audience of users, research of the target audience in the development of advertising campaigns on the Internet, etc.;
- to possess the acquired knowledge of the Internet, make reasonable and minimal risk decisions on marketing activities via the Internet.

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### COURSE CONTENTS

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#### **Module 1. Theoretical aspects of Internet entrepreneurship**

**Session 1.** Basic concepts of Internet entrepreneurship. Key terms of Internet entrepreneurship.

**Session 2.** Organizational aspects of creating an Internet enterprise. Customization, competitive advantage, mass market, monetization model, Smart & Simple principle, market niche, idea screening, product value. Personnel composition of the team and methods of its formation.

**Session 3.** Business model of an Internet enterprise. Lean Startup and hypothesis testing. Business model and business model map.

**Session 4.** Market analysis. Market potential assessment. Competitor analysis. Competitive advantage. The positioning matrix. Market and non-market competitive advantages.



**Session 5.** Evaluating and identifying the project's target audience. Segmentation and selection of the target audience. The concept and formation of a value proposition.

**Module 2. Methodological tools for Internet entrepreneurship**

**Session 6.** Customer discovery and customer development. The cycle of adoption of new products. Problem interview, search and study of customer discovery clients, tracking map, value proposition.

**Session 7.** Startup Finance. Value monetization models. Types of monetization models. The choice of monetization models. Depreciation, internal return (IRR), key performance indicators (KPI), return on investment multiple (MoM).

**Session 8.** Customer validation. Testing sales channels and preparing for business scaling. Sales funnel, scalable business, minimum viable product (MVP), customer validation, tracking map, HADI cycle.

**Session 9.** Main sources of investment attraction. Patch for investors. Business angel, bootstrapping, venture investment, venture Fund, crowd funding, pre-seed, seed stage.

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LEARNING OUTCOMES

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**Knowledge:** to know the methods of marketing planning on the Internet;

**Abilities:** to use modern technical tools and information technologies to solve analytical, research and communication tasks of Internet marketing, including the study of the Internet audience of users, research of the target audience in the development of advertising campaigns on the Internet, etc.;

**Skills:** to possess the acquired knowledge of the Internet, make reasonable and minimal risk decisions on marketing activities via the Internet.

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PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

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Educational technologies used in the study of the discipline provide for the use of active and interactive forms of classes in the educational process, namely:

- method of problem presentation of the material, both by the lecturer and the student;
- independent reading by students of educational, methodical and reference literature and subsequent free discussions on the material they have mastered;
- use of illustrative material focused on the use of multimedia presentation equipment;
- preparation for practical classes;
- verification of control works (abstracts).

When submitting lectures and practical material, electronic and multimedia means of presenting information on the course (electronic version of the lecture notes, presentations for lectures) are used.

When implementing educational work, such types of active and interactive



forms of classes are used, such as participation in lectures, discussions, and test tasks.

Practical classes are held in the form of analysis of practical examples, discussion of typical problem situations and testing.

Independent work of students is organized as preparation for practical classes, independent performance of tasks on the passed material.

Forms of control: participation in lectures, control works (abstracts), written survey, testing.

Intermediate certification: credit.

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## ASSESSMENT METHODS AND CRITERIA

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### **Evaluation criteria:**

#### **Written survey**

The maximum number of points that a student can get for one such task in each module is 10.

- Rating 8-10 points will be billed to the student if prepared a detailed response to the prepared questions the relevance of the issue, the problems and themes, the learners' opinion reasoned, conclusions and recommendations. The correct answers to questions are given.

- Grade 6-8 points exhibited a student if prepared a detailed response to the prepared questions the relevance of the issue, the problems and themes, the learners' opinion reasoned, conclusions and recommendations, however, the answers to the questions of the teacher unreasoned and inadequate.

- A score of 4-6 points is given to the student if the answer to the questions is prepared, the relevance of the question, problem and topic is formulated, but the student's opinion is not sufficiently reasoned, incomplete conclusions and recommendations are made. The answers to the teacher's questions are undocumented and insufficient.

- Rating 3-6 points the student is exposed if the prepared response to the questions insufficiently formulated the relevance of the issue, problem and topics, the learners' opinion insufficiently reasoned, made incomplete conclusions and recommendations. The answers to the questions do not correspond to the subject of the question.

- Score 0-3 points is assigned to the student if the answer to the question is not prepared, or the answers given to them do not reveal the essence of the questions and the problem. The student is not able to draw reasonable conclusions. The answers to the teacher's questions are not given to the students.

#### **Control works (abstracts)**

The maximum number of points is 10 (1 per module).

- Score 9-10 points: The problem is clearly identified and its relevance is justified, the goal is formulated, and the research tasks are defined. The analysis of the problem with the involvement of several sources of literature, logically stated



their own position, formulated conclusions, the topic is fully disclosed, links to sources from the list of references are indicated. The student demonstrates a complete understanding of the problem described, correct answers to all questions on the topic are given.

- Score 6-8 points: The problem is not clearly defined, there is a justification for its relevance, the goal is formulated, and the research tasks are defined. The analysis of the problem with the involvement of several sources of literature, logically stated their own position, formulated conclusions, the topic is fully disclosed, links to sources from the list of references are indicated. The student demonstrates a significant understanding of the problem, not all questions are answered, or the answers are incomplete

- Score 3-5 points: The relevance of the problem is not sufficiently substantiated, the purpose and objectives of the study are not formulated. The analysis of the problem was carried out on a single source of literature, there are no conclusions, the topic is not fully disclosed. The student demonstrates a partial understanding of the problem, answers only basic questions.

- Score 0-2 points: There is clearly no justification for the relevance of the problem, the purpose and objectives of the study. The topic is not disclosed, and the requirements for the task are not met. The student demonstrates a lack of understanding of the problem, no answers to questions or incorrect answers.

### **Test**

The test results are evaluated using a point system (0,5 points for each correct answer to a question). Number of points for 2 modules on tests: up to 40 points (for each module up to 20).

17-20 - The percentage of points received from their total number is equal to or exceeds 85% (excellent);

13-17- The percentage of points gained from their total number is in the range from 65 to 84% (good);

10-13 - The percentage of points received from their total number is in the range from 55 to 64% (satisfactory);

0-10 - The percentage of points received from their total number is less than 55% (unsatisfactory).

### **Credit**

The maximum number of points that a student can get for a discipline in the semester is 100. The minimum number of points at which the discipline should be credited is 60.

- the rating "passed" (60-100 p.) is given to the student if he owns the material and responds well to the control and additional questions.

- the score "not passed" (0-60 p.) is assigned to the student if he does not own the material, or does not answer the control questions.

The rating for the discipline consists of the points obtained as a result of current and boundary control. The final assessment of the development of



competencies in the subject is determined as the sum of points awarded for the controlled sections of the discipline.

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COURSE LITERATURE (RECOMMENDED OR REQUIRED)

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1. Dedov S. V. methodology of resource management of innovative activity of socio-economic systems: monograph. - Creative economy, 2017. - 152 P. – <http://biblioclub.ru/index.php?page=book&id=498920>
2. Romanenko M. G. analysis and optimization of business processes. - Stavropol: North Caucasus Federal University (KFU), 2016. - 154 p.– <http://biblioclub.ru/index.php?page=book&id=459242>
3. Dostonvalova I. N. The Language of Small Business. - Moscow: Eurasian open Institute, 2008. - Part 1. - 184 p. – <http://biblioclub.ru/index.php?page=book&id=90985>. - ISBN 978-5-374-00109-9
4. Modernization of business systems in Russia's regions as a factor of economic growth: trends, challenges, models and prospects. - Rostov-on-don: Publishing and printing complex of RSEU (RINH), 2018. - 578 p. <http://biblioclub.ru/index.php?page=book&id=567709>. - ISBN 978-5-7972-2447-1
5. Pidoimo, L. p. Business planning: guidelines, examples of implementation of theoretical provisions, practical tasks. - Voronezh: VSU Publishing house, 2015. - 192 p. - <http://biblioclub.ru/index.php?page=book&id=441602>. – ISBN 978-5-9273-2243-5