PJSC "Higher Education Institution" INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT"

Danube branch

SYLLABUS

of the academic discipline (selective)

ELECTRONIC BUSINESS

Specialty: **D3 Management**

Level of higher education: **first (bachelor's) level**

Study program: **Management**

IAPM 2025

General information about the academic discipline

Name of the academic discipline	Electronic business
Code and name of the specialty	D3 Management
Level of higher education	First (bachelor's) level
Discipline status	Selective
Number of credits and hours	3 credits/90 hours Lectures: 16 hours Seminars/practical classes: 14 hours Students' independent work: 60 hours
Terms of study of the discipline	semester 8
Language of instruction	Ukrainian
Final control type	Pass/fail (credit)

General information about the instructor. Contact information.

Full name of the instructor	Pavlo Bodenchuk
Position	Lecturer in Economics
Areas of scientific research	Information and analytical support for business process management in the context of digital economic transformation
Links to the registers of identifiers for scientists	ORCID: https://orcid.org/0009-0000-0640-7977
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E-mail:	menedzmentuk@gmail.com
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Instructor's portfolio on the website	https://izmail.maup.com.ua/assets/files/bodenchuk-ps-portfolio-a.pdf

Discipline's description.

The discipline Electronic Business is an essential component of the professional training of modern managers and is focused on studying the specifics of entrepreneurial activity in the digital environment. The discipline systematizes knowledge on the transformation of traditional business models under the influence of information technologies and reveals the mechanisms of virtual market functioning. Primary attention is given to applied aspects, ranging from the selection of monetization models and the organization of online sales to the development of efficient logistics, configuration of payment systems, and management of customer relationships on the Internet. Studying the discipline enables future professionals not only to adapt existing businesses to the

requirements of the digital economy but also to design and implement successful e-commerce projects of their own.

The subject of the discipline comprises a set of economic, organizational, legal, and technological relations that arise among market participants in the process of buying and selling goods, providing services, and performing works through electronic information and communication networks.

The aim of the discipline is to develop in higher education students a system of theoretical knowledge and practical skills related to the organization, planning, and management of electronic business, as well as the ability to design and implement effective strategies for promoting goods and services in the global digital environment in order to ensure enterprise competitiveness.

The objectives of the discipline include the study of business models and infrastructure of electronic commerce, mastery of Internet marketing tools, CRM systems, and payment solutions. The discipline also provides practical skills in managing electronic logistics, ensuring cybersecurity and legal compliance of online business activities, and analyzing key performance indicators of digital operations.

As a result of studying the selective educational component "Electronic business", applicants must:

Know:

- the essence, types, and specific features of electronic business models (B2B, B2C, C2C, etc.);
- the structure of the electronic commerce market infrastructure;
- the operating principles of payment systems, types of electronic money, and FinTech instruments;
- the specifics of electronic logistics and fulfillment;
- Internet marketing tools (SEO, SMM, email marketing) and indicators of their effectiveness;
- the regulatory and legal framework of Ukraine governing electronic commerce and personal data protection;
- methods of customer relationship management (CRM) and loyalty programs.

Be able to:

- substantiate the choice of a business model for an electronic project;
- develop a company’s online presence strategy;
- select optimal payment solutions and logistics partners;
- analyze the competitive environment and online consumer behavior;
- organize marketing campaigns across digital channels;
- assess electronic business risks and apply information security measures;
- use analytical tools to evaluate the effectiveness of online sales.

Prerequisites for the discipline. Effective mastery of the discipline is based on competencies formed during the study of the following compulsory educational components

in previous semesters: Economic Theory, Management, and Macroeconomics, which provide the fundamental theoretical foundation; Marketing, which serves as the basis for understanding Internet promotion; and Enterprise Economics. Critically important prerequisites also include knowledge acquired in the discipline Digital Technologies in Management, which provides the technical toolkit, as well as Business Planning and Startup Development. In addition, understanding of operational processes gained through the disciplines Business Analytics and Logistics Management is essential.

Post-requisites for the discipline. As the discipline is taught in the final, eighth semester of the bachelor's degree program, the acquired knowledge and skills are integrated and applied directly in parallel compulsory disciplines such as Strategic Enterprise Management and Fundamentals of Project Management. This enables the application of digital strategies within the overall framework of organizational management. Furthermore, competencies in electronic business constitute a necessary component for the preparation and defense of the bachelor's qualification thesis, where applicable, and for subsequent practical managerial activity.

Content of the academic discipline

<table>
<tr><th>№</th><th>Topics</th><th>Teaching methods /assessment methods</th></tr>
<tr><td>Topic 1</td><td>Theoretical Foundations of Electronic Business</td><td rowspan="9">Teaching Methods:
– Interactive lectures with analysis of real business models (B2B, B2C, marketplaces) and case studies of successful e-commerce projects;
– Practical workshop sessions, including comparative analysis of payment systems and FinTech solutions, usability audits of websites and mobile applications, and modeling of logistics chains;
– Project-based work involving the development of elements of a marketing promotion strategy, work with demo versions of CRM systems and web analytics tools, and analysis of legal cases related to data protection.

Assessment Methods:
– Ongoing assessment: short in-class quizzes and computer-based testing by topics (knowledge of terminology and legislation);
– Assessment of practical skills: defense of practical assignments (for example, "Online Store Audit", "SMM Promotion Plan"), and solving situational tasks (case studies) related to the selection of a logistics partner or payment gateway;
– Final assessment: presentation of an individual project or a pass/fail test.</td></tr>
<tr><td>Topic 2</td><td>Electronic Commerce Infrastructure</td></tr>
<tr><td>Topic 3</td><td>Electronic Payment Systems and FinTech</td></tr>
<tr><td>Topic 4</td><td>Electronic Logistics and Supply Chain Management</td></tr>
<tr><td>Topic 5</td><td>Internet Marketing and Promotion Strategies</td></tr>
<tr><td>Topic 6</td><td>Mobile Commerce</td></tr>
<tr><td>Topic 7</td><td>Customer Relationship Management in Electronic Business</td></tr>
<tr><td>Topic 8</td><td>Legal Regulation and Security of Electronic Business</td></tr>
<tr><td colspan="3">Module Assessment Task</td></tr>
<tr><td colspan="3">Final assessment: pass/fail (credit)</td></tr>
</table>

Technical Equipment and Software.

The discipline is delivered in specialized computer laboratories where each workstation is equipped with a personal computer. Multimedia equipment, including a projector and an interactive whiteboard, is used for visual demonstration of software operation algorithms. The learning process is supported by the required application software, including demo versions of CRM systems, as well as access to the Internet for working with cloud services, online registers, and open data sources.

Forms and Methods of Assessment.

The assessment system of learning outcomes consists of ongoing assessment and final (semester) assessment. Ongoing assessment is conducted systematically during practical classes and in the discipline of evaluating independent work. Its purpose is to verify theoretical knowledge and practical skills, in particular the ability to structure information, automate calculations, perform business process modeling, and conduct web analytics.

Assessment forms include:

- Oral activities: defense of practical assignments with explanation of calculation algorithms, presentation of the results of individual projects, and participation in professional discussions on the selection of IT tools;
- Written and practical activities: completion of computer-based tests, solving situational tasks (case studies) using cloud services, CMS systems, and analytical platforms.

Assessment methods combine short quizzes, verification of the correctness of developed information models and calculation formulas, as well as monitoring students' activity during the solution of applied problem-based situations.

Grading system and requirements.

Table of distribution of points received by students*

Topics	Ongoing knowledge assessment						Final Assessment		Total points
	Seminar 1 (Topic 1.2)	Seminar 2 (Topic 3)	Seminar 3 (Topic 4)	Seminar 4 (Topic 5.6)	Seminar 5 (Topic 7)	Seminar 6 (Topic 8)	Module assessment task	Pass /Fail	
Work during the seminar	6	6	6	6	6	6	20	20*	100
Independent work	4	4	4	4	4	4			

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

Assessment Criteria and Procedures.

The knowledge assessment system for the discipline is based on the requirements of the current Regulations on Student Assessment and is implemented through an accumulative

approach. This approach ensures that all student achievements throughout the semester are taken into account, including the quality of practical assignments, the results of module assessment, and participation in discussions, thereby ensuring transparency in the formation of the final grade.

Modular Assessment. Modular Assessment (MA) is conducted once per semester in the form of a comprehensive Modular Assessment (MA) after completion of the core learning content. The MA aims to assess the level of mastery of theoretical knowledge and the ability to apply it in solving applied tasks.

Structure of the Modular Assessment:

– test tasks (to assess knowledge of terminology and understanding of software functionality);

– a practical task (to assess skills of independent work with data processing tools and economic modeling).

Assessment Criteria for the MA:

– Excellent (90–100% of points): the student provides correct answers to test questions, completes the practical task without errors, demonstrates a deep understanding of the tools, and is able to interpret the obtained results;

– Good (75–89% of points): the student generally completes the tasks successfully but makes minor inaccuracies in answers or chooses a less optimal approach to solving the practical task;

– Satisfactory (60–74% of points): the student has mastered the basic material but makes errors in test tasks or completes the practical task with deviations from the algorithm or not in full;

– Unsatisfactory (less than 60% of points): the student fails to answer most test questions, does not complete the practical task, or demonstrates a lack of skills in working with software tools.

Assessment of independent work (Maximum — 4 points)

Independent work of the student, including completion of individual home assignments, study of additional topics, and case analysis, is assessed based on the review of submitted tasks or their defense during practical classes.

– **4 points (Excellent).** The student demonstrates a creative approach to task completion, a deep understanding of the topic, and the ability to independently select optimal software tools to solve the assigned problem. The work is completed flawlessly, the results obtained are correct, well-grounded conclusions are provided, and the assignment is submitted within the established deadlines.

– **3 points (Good).** The assignment is completed in full and the calculation results are correct; however, minor inaccuracies are present in the formatting of the work, data interpretation, or in the inefficient use of certain software functions, for example, the use of complex formulas instead of built-in functions.

– **2 points (Satisfactory).** The work is completed but contains significant shortcomings, including errors in the use of formulas or functions that do not critically affect the final result, lack of analytical conclusions, or non-compliance with formatting

requirements. Alternatively, the assignment is completed correctly but submitted after the deadline without a valid reason.

– **0–1 point (Unsatisfactory).** The assignment is not completed, is completed only partially with less than 50% of the required volume, contains major errors that lead to incorrect results, or a case of plagiarism or academic misconduct is identified.

Scale for evaluating the performance of independent work (individual tasks)

The maximum possible assessment of independent work (individual tasks)	Execution level			
	Excellent	Good	Satisfactory	Unsatisfactory
4	4	3	2	0-1

Evaluation of Additional (Individual) Educational Activities

To stimulate students' creative activity and encourage in-depth study of electronic commerce tools, the allocation of incentive (bonus) points is required. Additional points are awarded for activities performed beyond the mandatory requirements of the discipline.

1. Research and Applied Activities

Points are awarded for demonstrating the ability to apply digital business tools to solve practical tasks:

1. participation in scientific and practical conferences and seminars on electronic business, digital marketing, FinTech, and online trade — 3–5 points;
2. development of original applied solutions, including creation of a landing page prototype, development of an SMM content plan, preparation of an online store business model, or configuration of a test advertising campaign — up to 6 points;
3. participation in startup competitions, business hackathons, or case championships in marketing and entrepreneurship — 5–10 points;
4. analytical work with market data, including preparation of analytical reports with visualization, such as competitive analysis, target audience research, and analysis of e-commerce trends — up to 5 points.

2. Academic Discipline and Consistency

In accordance with the Regulations on Assessment, incentive points are awarded for a high level of work organization and adherence to academic culture:

- attendance of all classes, both lectures and practical sessions, without absences — 3 points;
- high-quality systematization of lecture material, including a structured set of notes with descriptions of business models, logistics chain diagrams, key performance indicators (KPIs), and terminology — 2 points;
- independent mastery of additional tools not covered by the basic curriculum, such as advanced study of CRM systems, Google Analytics web analytics services, SEO tools, or website builders, with demonstration of practical skills — up to 4 points;
- timely completion and defense of practical assignments in accordance with established project deadlines — 3 points.

Additional points are added to the student's ongoing rating; however, the total final grade for the discipline may not exceed 89 points prior to taking the examination or pass/fail assessment.

Final Semester Assessment (Pass/Fail Assessment)

The final semester assessment (pass/fail assessment) is a mandatory stage of completing the study of the discipline Electronic Business. It may be conducted either through the accumulation of points on an automatic basis or by taking a final pass/fail assessment.

The form of final assessment is a pass/fail test in the form of a written test, which may include completion of a practical situational task (case study) on a personal computer. The final grade is awarded based on the student's learning outcomes throughout the semester and consists of the total points from ongoing assessment, including defense of practical assignments and independent work, results of modular assessment, and additional incentive (bonus) points.

Students who have accumulated the required number of points during the semester, 60 points or more, and have successfully defended all practical assignments required by the syllabus are entitled to receive a pass automatically without taking the final test.

Grade Formation Procedure:

- Students who have completed all tasks required by the syllabus during the semester, including successful defense of practical assignments, completion of independent work, and passing the modular assessment, and who have accumulated a total of 60 points or more, receive the final grade automatically according to the number of points obtained, without additional testing.
- Students who have completed the mandatory types of work and have no academic arrears in practical assignments but have accumulated fewer than 60 points, as well as those who wish to improve their result and increase their rating score, are required to take the final assessment in the form of a test or a combined computer-based task during the pass/fail assessment session.

To evaluate students' learning outcomes throughout the semester, a 100-point grading scale, the national grading scale, and the ECTS grading scale are applied.

Summary assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), internship	For pass/fail (credit)
90 – 100	A	excellent	pass
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactorily	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of reassembly	fail unsatisfactory with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	fail with mandatory re-study of the discipline

Discipline's Policy

Successful mastery of the educational component Electronic Business requires students to demonstrate a systematic approach, technical attentiveness, and a responsible attitude toward practical work with software tools. Mandatory conditions include regular attendance of lectures and, in particular, practical classes, active participation in discussions of information processing methods, as well as timely and high-quality completion of all practical and individual assignments. In the event of missed classes or unsatisfactory results, the student is required to eliminate academic arrears by completing missed practical assignments and demonstrating personal computer skills to the instructor.

An integral part of the learning process is strict adherence to the principles of academic ethics and digital culture. The educational process is based on the principles of academic integrity, which require exclusively independent completion of all calculation tasks, development of business models, and analysis of customer databases. Any use of external information sources must be accompanied by proper referencing. Within the discipline, any manifestations of academic misconduct are unacceptable, including submission of others' projects or marketing plans as one's own, plagiarism, fabrication of calculation results, cheating during testing, deception, or attempts to influence the objectivity of assessment.

Recommended sources of information:

Basic literature

1. Dmytriieva, V. A. Online Technologies in Electronic Business: a textbook. Dnipro: Lira, 2022. Available at: https://files.znu.edu.ua/files/Bibliobooks/Inshi83/0063484.pdf.
2. Vasyliev, O. L. Electronic Commerce: lecture notes. Kharkiv: Ukrainian State University of Railway Transport, 2023. 54 p. Available at: https://surl.li/ggyynx.
3. Chupryna, O., Arakelova, I., Tokareva, V. et al. Digital Marketing: textbook. Kyiv: Kondor, 2025. 304 p.
4. Sadchykova, I., Tarasenko, A., Dubyna, M. Theoretical substantiation of the essence of the concept of "Electronic Commerce". *Economy and Society*, 2023, Issue 53. DOI: https://doi.org/10.32782/2524-0072/2023-53-36.
5. Sak, T. V. Electronic Commerce and Global Entrepreneurship: a lecture course. Lutsk: Lesya Ukrainka Volyn National University, 2023. 113 p. Available at: https://evnuir.vnu.edu.ua/bitstream/123456789/22433/1/ek_kl%202023.pdf.

Additional literature:

1. Vovk, V., Havrylchenko, O., Cherkaskyi, O. The impact of digitalization on the formation of enterprise marketing strategies: the use of digital tools. *Economy and Society*, 2025, No. 72. DOI: https://doi.org/10.32782/2524-0072/2025-72-1.
2. Druhova, O. S. Strategies for enhancing competitiveness through digital technologies, innovation, and sustainable development. *Eastern Europe: Economy, Business and Management*, 2024, No. 3 (44), pp. 39–45.
3. Ustik, T. V., Lysianskyi, S. V. Modern concepts of electronic business development and marketing tools in the Ukrainian veterinary pharmaceuticals market. *Scientific*

Notes, Kyiv: KNEU, 2022, Issue 29, pp. 123–131. Available at: https://ir.kneu.edu.ua:443/handle/2010/39732.
4. Shkryhun, Yu. O. “Electronic business”, “electronic commerce”, and “electronic trade”: differences and specific features. *Economic Management: Theory and Practice*, Kyiv: Institute for Economics and Forecasting of the NAS of Ukraine, 2020, pp. 312–325. Available at: https://nasplib.isofts.kiev.ua/handle/123456789/180444.
5. Zakrevska, L. M., Penchuk, H. S. Prospects and tools for the development of electronic business in Ukraine. *Formation of Market Relations in Ukraine*, 2020, Issue 6 (229), pp. 33–39. Available at: https://dspace.nuft.edu.ua/handle/123456789/31880.
6. Podra, O. P., Rohozhynska, A. V. Features of electronic business development in the context of the formation of the digital economy. *Management and Entrepreneurship in Ukraine: Stages of Formation and Development Issues*, 2023, No. 1 (9). Available at: https://surl.li/jsgcwj.
7. Bedianashvili, G., Zhosan, H., Lavrenko, S. Modern digitalization trends of Georgia and Ukraine. *Scientific Papers. Series “Management, Economic Engineering in Agriculture and Rural Development”*, 2022, Vol. 22, Issue 3. Available at: https://managementjournal.usamv.ro/index.php/scientific-papers/current.
8. Lebid, O. V. Digital transformation of economic sectors in Ukraine during wartime. *Economics, Finance, Management: Current Issues of Science and Practice*, 2022, No. 2 (60), pp. 141–156. DOI: https://doi.org/10.37128/2411-4413-202210.

Information resources:

1. Unified State Open Data Web Portal: official website. Available at: https://data.gov.ua (source of datasets for data processing and modeling).
2. Ministry of Digital Transformation of Ukraine: official website. Available at: https://thedigital.gov.ua (regulatory framework and digitalization news).