



## Syllabus of the course «Digital Business»

<b>Specialty</b>	<i>073 Management</i>
<b>Study Programme</b>	<i>Creative Industries Management</i>
<b>Study cycle (Bachelor, Master, PhD)</b>	<i>the first (Bachelor) level of higher education</i>
<b>Course status</b>	<i>elective</i>
<b>Language</b>	<i>English</i>
<b>Term</b>	<i>3 course 5 semester, 3 course 6 semester, 4 course 7 semester</i>
<b>ECTS credits</b>	<i>5</i>
<b>Workload</b>	<i>Lectures – 24 hours. Practical studies – 0 hours. Laboratory studies – 24 hours.</i>
<b>Assessment system</b>	<i>Grading with Exam</i>
<b>Department</b>	<i>Department of Management, Business and Administration room 210 of the main building phone: (057) 702 01 46 (add. 2-96) website: <a href="https://www.kmib.hneu.edu.ua">https://www.kmib.hneu.edu.ua</a></i>
<b>Teaching staff</b>	<i>Mazorenko Oksana Volodymyrivna, PhD, Associate Professor Petrenko Oleksandr Oleksandrovych, PhD, Associate Professor</i>
<b>Contacts</b>	<i><a href="mailto:oksana.mazorenko@hneu.net">oksana.mazorenko@hneu.net</a> <a href="mailto:oleksandr.petrenko@hneu.net">oleksandr.petrenko@hneu.net</a></i>
<b>Course schedule</b>	<i>Lectures: <a href="#">due to timetable</a> Laboratory classes: <a href="#">due to timetable</a></i>
<b>Consultations</b>	<i>At the Department of Management, Business and Administration, offline, according to the schedule, individual, PNS chat.</i>
<b>Learning objectives and skills:</b>	
the formation of a complete system of knowledge about digital business through the study of the terminological apparatus, the disclosure of all the given concepts and the internal logic of the phenomenon, as well as providing an idea of the organizational and technological model of digital business.	
<b>Structural and logical scheme of the course</b>	
<b>Prerequisites</b>	<b>Postrequisites</b>
<b>Course content</b>	
<b>Content module 1. Basic concepts and models of digital business</b>	
<b>Topic 1. Digital transformations as a prerequisite for digital business development</b>	
<b>Topic 2. Digital business and electronic commerce</b>	
<b>Topic 3. Digital business models</b>	
<b>Topic 4. Digital strategy of a company</b>	
<b>Content module 2. Applied aspects of digital business.</b>	



**Topic 5. Services and platforms for conducting digital business.**

**Topic 6. Human resources management of a digital company.**

**Topic 7. Modern payment systems and the peculiarities of their use in digital business.**

**Theme 8. Digital business security.**

*Multimedia projector, S. Kuznets PNS, Corporate Zoom system*

### **The system of the study results assessment**

#### **Learning forms and methods**

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following control measures: competence-oriented tasks; express tests, individual task presentation.

*More detailed information on assessment and grading system is given in the technological card of the course.*

#### **Course policies**

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.*