



Syllabus of the course

«Online business»

Specialty	<i>All</i>
Study Programme	<i>All</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor) level of higher education</i>
Course status	<i>elective</i>
Language	<i>English</i>
Term	<i>first year, second semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 30 hours. Practical studies – 30 hours. Laboratory studies – 0 hours. Self-study – 90 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Management, Logistics and Innovation, room 225 of the main building, phone (057) 702 02 65 (ext. 3-02), website of the department: http://www.eeml.hneu.edu.ua/</i>
Teaching staff	<i>Lidia Oleksandrivna Majnyk, Doctor of Economics, Associate Professor</i>
Contacts	<i>L. O. Mazhnyk: lidiia.mazhnyk@m.hneu.edu.ua</i>
Course schedule	<i>Lectures: according to the schedule Practical studies: according to the schedule</i>
Consultations	<i>At the Department of Management, Logistics and Innovation, offline, according to the schedule, individual, PNS chat.</i>
Learning objectives and skills:	
<i>acquisition of basic knowledge of the theoretical foundations and organizational and methodological foundations of the formation and functioning of entrepreneurship in the online environment, practical skills regarding the use of Internet technologies in increasing the efficiency of enterprise management in modern conditions</i>	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
Course content	
Module 1: Theoretical foundations of entrepreneurship in the online environment	
Topic 1. Basic concepts and basic principles of entrepreneurship in the online environment	
Topic 2. Integration processes of entrepreneurship on the Internet	
Topic 3. Main types of electronic business	
Topic 4. Digitization of entrepreneurship	
Module 2: Methodological principles of entrepreneurship in the online space	
Topic 5. Online business services and platforms	
Topic 6. Basics of Internet marketing as a tool of entrepreneurial activity	
Topic 7. The main features and methods of forming relationships by subjects of the enterprise's external environment on the Internet	



Topic 8. Basics of business security in the online environment.

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

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 assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

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.

Education seekers 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