Syllabus of the course

«Online business»

Specialty	All
Study Programme	All
Study cycle (Bachelor,	the first (Bachelor) level of higher education
Master, PhD)	
Course status	elective
Language	English
Term	first year, second semester
ECTS credits	5
Workload	Lectures – 30 hours.
	Practical studies – 30 hours.
	Laboratory studies – 0 hours.
	Self-study – 90 hours.
Assessment system	Grading
Department	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/
Teaching staff	Lidia Oleksandrivna Majnyk, Doctor of Economics,
	Associate Professor
Contacts	L. O. Mazhnyk: lidiia.mazhnyk@m.hneu.edu.ua
Course schedule	Lectures: <u>according to the schedule</u>
	Practical studies: according to the schedule
Consultations	At the Department of Management, Logistics and
	Innovation, offline, according to the schedule, individual,
	PNS chat.
	Learning objectives and skills:
acquisition of basic know	eledge of the theoretical foundations and organizational and

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

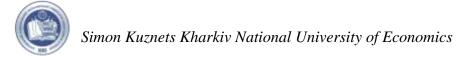
Structural and logical scheme of the course
Prerequisites
Postrequisites

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