



## Syllabus of the course «E-commerce»

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|--|---|
| <b>Specialty</b>                           | 075 «Marketing»   |
| <b>Study Programme</b>                     | Marketing   |
| <b>Study cycle (Bachelor, Master, PhD)</b> | the first (Bachelor) level of higher education  |
| <b>Course status</b>                       | elective  |
| <b>Language</b>                            | English   |
| <b>Term</b>                                | second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester    |
| <b>ECTS credits</b>                        | 5   |
| <b>Workload</b>                            | Lectures – 24 hours.<br>Practical studies – 26 hours.<br>Laboratory studies – 0 hours.<br>Self-study – 100 hours.   |
| <b>Assessment system</b>                   | Grading including Exam  |
| <b>Department</b>                          | Department of Marketing, Kharkiv, ave. Nauki 9a, 1st building, 4th floor, room 413, +38 (057) 702-02-65 (366),<br><a href="http://www.dom.hneu.edu.ua">http://www.dom.hneu.edu.ua</a> |
| <b>Teaching staff</b>                      | Iuliia Kotelnikova, PhD in Economics, Associate professo  |
| <b>Contacts</b>                            | <a href="mailto:yuliia.kotelnykova@hneu.net">yuliia.kotelnykova@hneu.net</a>  |
| <b>Course schedule</b>                     | Lectures: <a href="#">according to the schedule</a><br>Practical studies: <a href="#">according to the schedule</a>   |
| <b>Consultations</b>                       | At the Department of Marketing, offline, according to the schedule, individual, PNS chat.   |

### Learning objectives and skills:

of the course is to provide students with theoretical and methodical knowledge of the main technical, legal and marketing aspects of e-commerce and its development in the modern world, as well as practical skills in conducting e-commerce.

### Structural and logical scheme of the course

| Prerequisites | Postrequisites |
|---------------|----------------|
| -             | -              |
| -             | -              |

### Course content

**Content module 1. The essence and basic principles of e-commerce**

**Topic 1. E-commerce in the Internet space**

**Topic 2. Traditional and electronic commercial activities**

**Topic 3. Electronic business**

**Topic 4. E-commerce systems in the B2B corporate sector**

**Topic 5. E-commerce systems in the B2C consumer sector. G2C and G2B e-commerce systems**

**Topic 6. E-payment systems**

**Content module 2. Organisation and technology of e-commerce**

**Topic 7. Market and consumer research**



**Topic 8. Fundamentals of Internet marketing in e-commerce**

**Topic 9. Product policy in e-commerce**

**Topic 10. Pricing and promotion in e-commerce**

**Topic 11. Effectiveness of e-commerce**

**Topic 12. Neuromarketing and developing online consumer loyalty**

**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.

*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.

Educational 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.*