



Syllabus of the course

"Advanced fields of management"

Speciality	<i>D3 Management F6 Information Systems and Technologies</i>
Study Programme	<i>Management and Information Technologies</i>
Study cycle (Bachelor, Master, PhD)	<i>the second (Master's) level of higher education</i>
Course status	<i>mandatory</i>
Language	<i>English</i>
Term	<i>1 year, 2 semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 30 hours. Practical studies – 30 hours. Self-study – 90 hours. Grading including Exam</i>
Assessment system	<i>Department of International Economics and Management, Nauky Avenue 9-A, c. Kharkiv, building 1, auditorium 304 Phone: +38(057)702-18-32 (additional 346) website: https://kafmeim.hneu.edu.ua</i>
Department	<i>Oleksii KURTSEV, PhD in Law, associate professor</i>
Teaching staff	<i>oleksii.kurtsev@hneu.net Telegram @kurtsev</i>
Contacts	<i>Lectures: according to the schedule Practical studies: according to the schedule</i>
Course schedule	<i>at the Department of International Economics and Management: face-to-face sessions in accordance with the consultation timetable; individual sessions, chat via the PNS and Zoom</i>

Learning objectives and skills:

*The course **aims** to provide students with a system of theoretical knowledge, practical skills and abilities for formulating innovative business models, analysing the impact of technological innovation and entrepreneurship on organisational design and coordinating financial, material, and data flows within a digital supply chain.*

Structural and logical scheme of the course

Prerequisites	Postrequisites
Business information systems	Strategic management
Risk management and management control	Digital business modelling



Course content

Content module 1. *Foundations of the digital economy and regulatory frameworks*

Topic 1. Fundamentals and taxonomy of digital services. Defining the global digital services landscape, core categories (SaaS, Cloud, Fintech), and the evolution from traditional services to platforms.

Topic 2. Digital infrastructure and connectivity. Analysing the role of broadband networks, data centres, 5G, and submarine cables as the backbone of digital trade.

Topic 3. Global digital hubs and national competitiveness. Comparative analysis of innovation centres like Silicon Valley, Bangalore, and Tel Aviv, focusing on local strengths and state development strategies.

Topic 4. The regulatory landscape: GDPR, DSA, and DMA. Detailed study of EU landmark legislations and their extraterritorial impact on global platform accountability and user rights.

Topic 5. Customs classification and digital taxation. Navigating the challenges of HS codes for intangibles and the implementation of VAT/GST frameworks and OECD BEPS 2.0 (Pillar One/Two).

Content module 2. *Strategic innovation and competitive business models*

Topic 6. Platform strategy and multi-sided ecosystems. Managing interactions between users and providers, leveraging network effects, and addressing platform liability.

Topic 7. Innovation management and open innovation. Integrating technological and market change, managing intellectual property, and building an innovative organizational culture.

Topic 8. Entrepreneurship and startup management. Applying Lean Startup principles, venture capital dynamics, and technology entrepreneurship to create sustainable digital ventures.

Topic 9. Digital finance and sustainable investment. Exploring DLT applications, digital securities (coins/tokens), and the framework for ESG ratings and sustainability risk management.

Topic 10. Global expansion and digital market entry. Utilising the CAGE framework and choosing between alliances, M&A, or greenfield investments for international digital scaling.

Content module 3. *Operational excellence, data governance, and impact analysis*

Topic 11. Operations and digital supply chain management. Planning and managing a wide variety of operations, including logistics, supplier selection, and inventory optimization in a digital context.

Topic 12. Agile project management and SCRUM. Implementing agile development roles and methodologies to manage complex, rapidly changing digital projects.

Topic 13. Data governance, privacy, and sovereignty. Managing cross-border data flows, data localisation mandates, and the ethics of "Surveillance Capitalism".

Topic 14. Quantitative models for trade impact. Utilising gravity and input-output models to forecast digital trade volumes and simulate policy impacts.

Topic 15. Social impact, digital inclusion, and sustainability. Addressing the digital divide, gender gaps, and ethical design in fintech, edtech, and telehealth to ensure "shared value".

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