

BUNIN YELETS STATE UNIVERSITY

**THE DISCIPLINE'S WORK PROGRAM**  
**B1.V.01.04 E-commerce**

**Course of study: 38.03.02 Management**

**Orientation (profile): Organization management and logistics**

**Qualification (degree): Bachelor's degree**

**Form of study: full-time**

**Institute: Economics, Management and service technologies**

**Department of Economics and Management named after N.G. Nechaev**

	<b>full-time form</b>	<b>full-time and part -time education</b>	<b>correspondence form</b>
<b>Course</b>	<b>2</b>		
<b>Semester/trimester</b>	<b>4</b>		

<b>Lectures</b>	<b>18</b>		
<b>Laboratory classes</b>			
<b>Practical (seminar) classes</b>	<b>36</b>		
<b>including practical training</b>	<b>4</b>		
<b>Interim assessment form(s)</b>	<b>Test</b>		
<b>Control</b>			
<b>Other forms of work</b>			
<b>Independent work</b>	<b>18</b>		

**Total hours: 72**

**Labor intensity: 2 credits.**

Developer of the work program:

Candidate of Pedagogical Sciences, Associate Professor \_S.V. Vorobyov

## I. ORGANIZATIONAL AND METHODOLOGICAL SECTION

The purpose of studying the discipline is to develop students' competencies that allow them to successfully apply knowledge, skills and abilities in the field of electronic commerce, use knowledge on legal support for the creation and operation of information systems and technologies of electronic commerce and information protection, and gain a holistic understanding of the use of modern information technologies for e-business organization.

Objectives of the discipline:

- to master the theoretical foundations of the organization and functioning of e-commerce enterprises;
- to study the methods of evaluating the effectiveness of e-commerce enterprises;
- to study the development prospects and problems of each of the areas of electronic commerce, as well as legislative and legal issues.

The place of the discipline in the structure of the OPOP: it is implemented within the framework of the part formed by the participants in the educational relations of block B1. Disciplines (modules).

### Planned learning outcomes in the discipline:

Competence code	Indicators of competence	Planned learning outcomes by discipline
PCS -1	<b>To know:</b> <ul style="list-style-type: none"><li>– typical methods and methods of performing professional tasks in the field of production planning and organization;</li><li>– fundamentals of using modern management approaches.</li></ul>	<b>Knows:</b> <ul style="list-style-type: none"><li>- theoretical foundations of e-commerce systems;</li><li>the main methods of automation of trading activities in the electronic network.</li></ul>
	<b>Be able to:</b> <ul style="list-style-type: none"><li>– to apply in practice methods and methods of solving problems in the field of planning, organization of production using modern management approaches;</li></ul> to use modern management approaches in solving professional tasks in various fields of economic activity.	<b>Can:</b> <ul style="list-style-type: none"><li>- - to put into practice theoretical knowledge in the field of electronic commerce;</li><li>identify opportunities and trends in the development of e-commerce systems.</li></ul>
	<b>Own:</b> <ul style="list-style-type: none"><li>- skills in applying standard methods and methods of performing professional tasks in the field of planning, production organization, and modern management.</li></ul>	<b>Possesses:</b> <ul style="list-style-type: none"><li>- - skills of conducting analysis of commercial activity of the organization by means of network information technologies;</li><li>- methods of organizing trading activities on the Internet.</li></ul>

## II. CONTENT AND SCOPE OF THE DISCIPLINE

indicating the number of hours allocated for students' contact work with a teacher (by type of training) and for independent work

### Full-time education

№ п/п	Naming of sections and topics	Total	Classroom classes			Independent work
			ЛК	ПЗ	ЛБ	
1	Topic 1. E-commerce as an integral part of e-business .	8	2	4		2
2	Topic 2. Organizational and technological foundations of e-commerce on the Internet .	16	4	8		4
3	Topic 3. Characteristics of objects and subjects of electronic commerce.	16	4	8		4
4	Topic 4. Organization of inter-company interaction in e-commerce processes: business-to-business technologies.	16	4	8		4
5	Topic 5. E-commerce in the consumer market of goods and services: business-to-consumer technologies .	16	4	8		4
	<i>Test</i>					
	<i>Total for 4 semesters</i>	<i>72</i>	<i>18</i>	<i>36</i>		<i>18</i>
	, including practical training	<i>4</i>	<i>2</i>	<i>2</i>		
	total:	<b>72</b>	<b>18</b>	<b>36</b>		<b>18</b>

### Full-time and part-time education (not implemented)

### Correspondence education (not implemented)

## III. EVALUATION MATERIALS FOR THE CURRENT AND INTERMEDIATE CERTIFICATION OF STUDENTS IN THE DISCIPLINE

The current certification is carried out in the form of a test paper (in a traditional or test form).

### A typical version of the test

In the traditional form:

1 option

1. The concept of an electronic store. Types of electronic stores.
2. Information technology of electronic stores Creation of an electronic store.
3. Main items of expenses.
4. Creation of e-shop websites.
5. Examples of e-shop websites.

## Option 2

1. The structure of the technological process of online trading.
2. Classes of technological processes in online retail.
3. Process diagrams. Organization of information processes.
4. The staff of the online store.
5. Methods of attracting customers to online stores.

In the test form:

1. Name the stages of development of e-commerce systems that are most characteristic of the B2C sector.
  - a) the sharp growth of electronic trading systems;
  - b) a wave of bankruptcies;
  - c) building the market infrastructure;
  - d) the growth of the number of commercial enterprises;
  - e) demographic explosion.
2. List the general economic factors influencing the development of e-commerce technologies.
  - a) stability of the economic situation;
  - b) tax climate;
  - c) the level of monetarization of the economy;
  - d) Information technology development;
  - e) the level of intellectual potential;
  - f) the level of legal regulation of electronic commerce.
3. Name the tools and methods of conducting electronic commerce.
  - a) electronic document management;
  - b) automated communication using computer networks;
  - c) e-mail;
  - d) paper document management;
  - e) telephone service;
  - f) traditional mail.
4. Name the tools and methods of conducting electronic commerce.
  - a) using teleworking mechanisms;
  - b) outsourcing;
  - c) focus on creating new jobs;
  - d) association of employees within the framework of local offices;
  - e) implementation of all business processes by the enterprise;
5. What is the name of the indicator that reflects customer activity and is measured as

- the ratio of the number of customers to the number of visitors over a certain period of time?
- a) conversion rate;
  - b) the coefficient of digression;
  - c) the regression coefficient;
  - d) the coefficient of progression;
  - e) the chi-square coefficient.
6. What characteristics determine the level of information infrastructure development?
- a) the degree of development of telecommunications facilities;
  - b) the level of Internet availability;
  - c) the degree of development of e-commerce;
  - d) the level of computerization of society;
  - e) the level of motivation of employees;
  - f) the volume of exports of commercial services.
7. What is the name of the identification process that allows you to verify a person who wants to gain interactive access to information, services, close a transaction, etc.?
- a) authentication;
  - b) cryptography;
  - c) automation;
  - d) interactivity;
  - e) activation.
8. What ciphers are used in cryptography?
- a) the public key;
  - b) the private key;
  - c) an open key;
  - d) an unlocked key.
9. Which of the mechanisms underlies many electronic security systems?
- a) GSI;
  - b) TSI;
  - c) IBM;
  - d) LSD;
  - e) CRI.
10. What is the name of the management concept of a manufacturing enterprise based on the interrelated planning of production capacities, the need for materials, finances and personnel?
- a) MRPII;
  - b) MRP;
  - c) ERP;
  - d) ERPII;
  - e) JTI.

The intermediate certification of students is carried out in the form of a test using the following assessment materials: a list of questions for the test.

### **Questions for the test**

#### **(4th semester full-time education)**

1. The essence, objective prerequisites and trends of e-business development.
2. Features of creation and principles of operation of Intranet and Extranet networks.
3. Legal support of e-commerce on the Internet.
4. Classification of e-commerce objects. Features of turnover in the electronic market of tangible and intangible goods.
5. Types and characteristics of e-commerce systems in the corporate sector.
6. The mechanism of functioning of the electronic exchange on the Internet.
7. Organization of electronic exhibitions on the Internet.
8. Features and prospects of IP telephony development.
9. Features of information product trading and provision of information services on the Internet.
10. Organization of electronic trade in a tourist product.
11. Organization of financial settlements in electronic commerce processes.
12. The essence and prospects of mobile commerce development.
13. Information security of e-commerce processes.
14. B2C model, B2C company structure.
15. B2C model, market benchmarks and resource allocation.
16. B2C model, formulation of goals. Assessment of the viability of a business idea.
17. B2B model, B2B company structure.
18. B2B model, market benchmarks and business concepts.
19. A support model for the existing non-electronic business.
20. Online store or B2B service company.
21. The advertising model of a B2B company.
22. The exchange model of a B2B company.
23. The Russian B2B Internet market.
24. Mixed and derived business models.

### **IV. THE LIST OF LITERATURE NECESSARY FOR MASTERING THE DISCIPLINE**

#### **4.1. Basic literature**

1. Electronic commerce : a textbook / R. R. Tsyganova, G. G. Ivanov, V. A. Matosyan, R. R. Salikhova. – 4th ed. – Moscow : Dashkov and Co., 2024. – 150 p. : ill., tab., schematics. – (Educational publications for universities). – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=710146> (date of access: 04/20/2024). – Bibliogr. in ISBN 978-5-394-05571-3. – Text : electronic.

#### **4.2. Additional literature**

1. Khalatyan, S. G. Modeling of business processes in commerce and marketing : a textbook : [16+] / S. G. Khalatyan, N. R. Khachatryan ; Rostov State University of Economics (RINH). – Rostov-on-Don : Publisher-RSEU Printing and Printing Complex

(RINH), 2023. – 144 p. : ill. – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=711221> (date of request: 04/20/2024). – Bibliogr. in ISBN 978-5-7972-3110-3. – Text : electronic.

## V. THE LIST OF RESOURCES OF THE INTERNET INFORMATION AND TELECOMMUNICATION NETWORK NECESSARY FOR MASTERING THE DISCIPLINE

№ III	Link to an information resource	The name of the development in electronic form	Availability
1.	<a href="http://www.aup.ru/">http://www.aup.ru/</a>	<b>Administrative and management portal. It includes an electronic library of business literature and documents, a business forum on various aspects of the theory and practice of organization, planning and management of enterprises. The sections also contain ready-made business plans, statistical reference books, and analytical reviews.</b>	Free access
2.	<a href="http://window.edu.ru/">http://window.edu.ru/</a>	<b>The information system "Single Window of access to educational resources" provides free access to a catalog of educational Internet resources and a full-text electronic educational library for general and professional education</b>	Free access

## VI. СОВРЕМЕННЫЕ ПРОФЕССИОНАЛЬНЫЕ БАЗЫ ДАННЫХ И ИНФОРМАЦИОННЫЕ СПРАВОЧНЫЕ СИСТЕМЫ

1.	<a href="http://www.biblioclub.ru">http://www.biblioclub.ru</a>	Электронно-библиотечная система (ЭБС) Университетская библиотека онлайн	Регистрация через любой университетский компьютер. В дальнейшем предоставляется неограниченный индивидуальный доступ из любой точки, в которой имеется доступ к сети Интернет
2.	<a href="http://www.garant.ru">www.garant.ru</a>	Информационно-правовой портал	Свободный доступ

3.	<a href="http://www.elibrary.ru">www.elibrary.ru</a>	Российский информационный портал в области науки, технологии, медицины и образования	Свободный доступ
4.	<a href="http://www.consultant.ru">www.consultant.ru</a>	Российская компьютерная справочно-правовая система	Свободный доступ

## **VI. MODERN PROFESSIONAL DATABASES AND INFORMATION REFERENCE SYSTEMS**

5.	<a href="http://www.biblioclub.ru">http://www.biblioclub.ru</a>	Electronic Library System (EBS) University Library Online	Registration via any university computer. In the future, unlimited individual access is provided from any point where Internet access is available.
6.	<a href="http://www.e.lanbook.com">http://www.e.lanbook.com</a>	The Electronic Library System (EBS) of the Lan Publishing House	Free access
7.	нэб.рф	National Electronic Library	Access is provided only within the framework of an organized electronic reading room from terminals installed on the territory. IGU Scientific Library (28 Kommunarov St.): reading room, room 305 b; YSU Electronic Information Center, room 406 a

## **VII. LICENSED AND FREELY DISTRIBUTED SOFTWARE**

The following licensed and freely distributed software is used in the implementation of the academic discipline:

- Microsoft Windows;
- Microsoft Office;
- LibreOffice, etc.

## **VIII. EQUIPMENT AND TECHNICAL TRAINING FACILITIES NECESSARY FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE**

Training sessions are held in classrooms equipped with specialized furniture, including stationary or portable technical training equipment (projector, screen, computer/laptop).

Independent work is carried out in classrooms equipped with computer technology with the ability to connect to the Internet and provide access to the electronic information and educational environment of the university.