Syllabus of the course
«Digital business»

Specialty	*073 «Management»*
Study Programme	*Business Administration*
Study cycle (Bachelor, Master, PhD)	*the first (Bachelor) level of higher education*
Course status	*elective*
Language	*English*
Term	*third year fifth semester or third year sixth semester, or fourth year seventh semester*
ECTS credits	*5*
Workload	*Lectures – 24 hours.*
	Practical studies – 0 hours.
	Laboratory studies – 24 hours.
	Self-study – 102 hours.
Assessment system	*Grading including Exam*
Department	*Department of Management and Business, auditorium 703 of the library building, phone: (057) 702-01-46 (2-96), website: https://www.kmib.hneu.edu.ua*
Teaching staff	*Mazorenko Oksana Volodymyrivna, PhD (Economics), Associate professor*
Contacts	*oksana.mazorenko@gmail.com*
Course schedule	*Lectures: according to the schedule*
	Practical studies: according to the schedule
Consultations	*At the Department of Management and Business, offline, according to the schedule, individual, PNS chat.*

Learning objectives and skills:
the formation of a complete system of knowledge about digital business through the study of the terminological apparatus, the disclosure of all the given concepts and the internal logic of the phenomenon, as well as providing an idea of the organizational and technological model of digital business

Structural and logical scheme of the course

Prerequisites	Postrequisites
-	-
-	-

Course content
Content module 1. *Basic concepts and models of digital business.*
Topic 1. Digital transformations as a prerequisite for digital business development
Topic 2. Digital business and electronic commerce
Topic 3. Digital business models
Topic 4. Digital strategy of a company
Content module 2. *Applied aspects of digital business.*
Topic 5. Services and platforms for conducting digital business
Topic 6. Human resources management of a digital company
Topic 7. Modern payment systems and the peculiarities of their use in digital business
Topic 8. Digital business security

| **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: express tests; competence-oriented tasks on topics; individual task presentation.

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.