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**FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF  
HIGHER EDUCATION PEOPLES' FRIENDSHIP UNIVERSITY OF  
RUSSIA NAMED AFTER PATRICE LUMUMBA  
RUDN UNIVERSITY  
Faculty of economics**

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## **COURSE SYLLABUS**

### **Business on the Internet**

**Recommended by the Didactic Council for the Education Field of  
38.03.01 Economics**

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(code and name of the direction of training/specialty)

**The course instruction is implemented within the professional education programme of  
higher education:**

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International Economic Relations

(name (profile/specialization))

## 1. COURSE GOALS

The goal of mastering the discipline "Business on the Internet" is to acquire the necessary knowledge and skills for students to use the Internet to conduct business.

## 2. LEARNING OUTCOMES

Studying the discipline "Business on the Internet" is aimed at the formation of the following competencies (part of competencies) among students:

*Table 2.1. List of competencies formed in students when studying the discipline (results of mastering the discipline)*

<b>Competence code</b>	<b>Competence</b>	<b>Competence indicators</b>
GC-12	Able to: search for the necessary sources of information and data, perceive, analyze, memorize and transmit information using digital means, as well as using algorithms when working with data received from various sources in order to effectively use the information received to solve problems; evaluate information, its reliability, build logical conclusions based on incoming information and data	<p>GC-12 / GC-12.1 Know how to search for the necessary sources of information and data, able to perceive, analyze, memorize and transmit information using digital means, as well as using algorithms when working with data received from various sources in order to effectively use the information received to solve problems</p> <p>GC-12 / GC-12.2 Able to evaluate information, its reliability, build logical conclusions based on incoming information and data</p>

Competence code	Competence	Competence indicators
GPC-2	Able to collect, process and statistically analyze the data necessary to solve the set economic problems	<p>GPC-2 / GPC -2.1 Able to manage methods and means of collecting, processing and analyzing information necessary to solve standard tasks of a technical and economic assessment of activities in the field of professional activity</p> <p>GPC-2 / GPC -2.2 Understand the basics of information and bibliographic culture, allowing you to select the relevant information required for conducting technical and economic calculations in professional activities</p>

### 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline " Business on the Internet " refers to the part formed by the participants of the educational relations of block B1 of the EP.

Within the framework of the EP, students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the discipline " Business on the Internet ".

Table 3.1. List of Higher Education Programme components / disciplines that contribute to expected learning/training outcomes

Code	Competence	Previous disciplines/modules, practices*	Subsequent disciplines/modules, practices*
GC-12 / YK-12	Able to: search for the necessary sources of information and data, perceive, analyze, memorize and transmit information using digital means, as well as using algorithms	<p>The basic component</p> <p>Computer science</p> <p>Statistics for Economists</p> <p>Variable component</p>	<p>Basics of international trade</p> <p>Electronic commerce in international business</p> <p>Big Data</p>

	<p>when working with data received from various sources in order to effectively use the information received to solve problems; evaluate information, its reliability, build logical conclusions based on incoming information and data</p>	<p>Economic informatics</p> <p>International statistical databases</p> <p>Interdisciplinary coursework</p> <p>Interdisciplinary course project</p> <p>Business process modeling</p> <p>Geographic Information Systems: Visualization of Spatial Data</p>	<p>Project-technological internship</p> <p>Undergraduate practice</p> <p>Final state examination procedures</p> <p>Degree thesis procedures</p>
<p>GPC-2 / OIK-2</p>	<p>Able to collect, process and statistically analyze the data necessary to solve the set economic problems</p>	<p>Statistics for Economists</p> <p>Econometrics</p> <p>Variable component</p>	<p>Basics of international trade</p> <p>International Financial Reporting Standards</p> <p>Electronic commerce in international business</p>

		Economic informatics  Interdisciplinary courseproject	Technological internship  Final state examination procedures  Degree thesis procedures
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#### 4. COURSE WORKLOAD AND LEARNING ACTIVITIES

TABLE 4.1. Types of academic activities during the period of the HE programme mastering

Type of educational work		TOTAL, academic hours	Semester			
			4	2	3	4
Contact academic hours		34				34
Including:						
Lectures						17
Lab work						
Seminars (workshops/tutorials)		34				34
Self-study (ies), academic hours		65				65
Evaluation and assessment academic hours		9				9
Overall laboriousness of the discipline	academic hours	<b>108</b>				<b>108</b>
	credits	<b>3</b>				<b>3</b>

#### 5. COURSE MODULES AND CONTENTS

Course Modules and Contents	Modules and Topics (Units/Themes)	
Section 1. The Internet is the main technology of e-business	Topic 1.1. Introduction to the Internet.	Lecture
	Topic 1.2. WWW Service: HTML	Lecture
	Topic 1.3. Creating a Web site through a website builder	Seminar
	Topic 1.4. Creating a Web Site in HTML	Seminar
Section 2. E-commerce and e-business.	Topic 2.1. E-Commerce Basic Concepts	Lecture
	Topic 2.2. E-Commerce Sectors: Key Business Models	Lecture, Seminar
	Topic 2.3. The main types of business on the Internet	Lecture, Seminar
Section 3. Organizational and technological aspects of creating an e-business	Topic 3.1. The main stages of creating an e-business	Lecture
	Topic 3.2. Comparative analysis of e-shops	Seminar

	Topic 3. 3. Registration and website hosting	Lecture, Seminar
Section 4. Marketing and advertising on the Internet	Topic 4.1. Ways to advertise websites. Advertising on the Internet. SMM. Types of payment for advertising on the Internet. Measuring the effectiveness of online advertising.	Lecture, Seminar
Section 5. Electronic payment systems and security of business on the Internet	Topic 5.1. Electronic payment systems. Connection methods. E-wallets. Payment restrictions	Lecture, Seminar
	Topic 5.1. The concept of website security. Methods of protection.	Lectures

## 6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

*Table 6.1. Material and technical support of the discipline*

Name of special * placements and placements for independent work	Equipment of special placements and placements for independent work	List of licensed software. Details of the confirming document
Lecture Hall	Auditorium for lecture-type classes, equipped with a set of specialized furniture; whiteboard (screen) and technical means of multimedia presentations.	
Computer Lab	Computer class for classes, group and individual consultations, current control and intermediate certification, equipped with personal computers (in the amount of 21 pcs.), a whiteboard (screen) and technical means of multimedia presentations.	
For independent work of students	Computer class for classes, group and individual consultations, current control and intermediate certification, equipped with personal computers (in the amount of 21 pcs.), a whiteboard (screen) and technical means of multimedia presentations. Computer class for classes, group and individual consultations, current control and intermediate certification, equipped with personal computers (in the amount of 21 pcs.), a whiteboard (screen) and technical means of multimedia presentations.	PC with internet access

## 7. RESOURCES RECOMMENDED FOR COURSE STUDY

### Main reading(sources)

1. Martin Kütz. Introduction to E-Commerce, 2025  
<https://bookboon.com/en/introduction-to-e-commerce-ebook>

### **Additional (optional) reading (sources)**

1. Richard T. Watson, Pierre Berthon, Leyland F. Pitt, George M. Zinkhan. Electronic Commerce: The Strategic Perspective. <https://opentextbc.ca/electroniccommerce/>

*Resources of the information and telecommunication network "Internet":*

1. RUDN University EBS and third-party EBS, to which university students have access on the basis of concluded contracts:

- ELECTRONIC LIBRARY SYSTEM RUDN University – EBS RUDN University <http://lib.rudn.ru/MegaPro/Web>

- EBS University Library Online <http://www.biblioclub.ru>

- EBS Jurait <http://www.biblio-online.ru>

- EBS Student Consultant [www.studentlibrary.ru](http://www.studentlibrary.ru)

- EBS "Lan" <http://e.lanbook.com/>

- EBS Troitsky Bridge

2. Databases and search engines:

- electronic fund of legal and normative-technical documentation [of the http://docs.cntd.ru/](http://docs.cntd.ru/)

- Yandex search engine [https:// www.yandex.ru/](https://www.yandex.ru/)

- Google <https://www.google.ru/> search engine

- Abstract database SCOPUS [http:// www.elsevierscience.ru/products/scopus/](http://www.elsevierscience.ru/products/scopus/)

*Educational and methodical materials for independent work of students in the development of the discipline / module:*

1. A course of lectures on the discipline "Business on the Internet".

2. Assignments for practical work

**8. ASSESSMENT TOOLKIT AND GRADING SYSTEM\* FOR EVALUATION OF STUDENTS' COMPETENCES LEVEL UPON COURSE COMPLETION** Evaluation materials and a grading system\* for assessing the level of formation of competencies (part of competencies) based on the results of mastering the discipline "Basics of international trade" are presented in the Appendix to this Course Syllabus of the discipline.

**AGREED**

**Developer:**

Associate Professor of the Department  
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Position, ED

**Revinova S.Yu.**

Signature

Surname.

Head of the Higher Education Program(me)

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