

Документ подписан простой электронной подписью  
Информация о владельце:  
ФИО: Ястребов Олег Александрович  
Должность: Ректор  
Дата подписания: 15.05.2024 16:14:52  
Уникальный программный ключ:  
ca953a0120d891083f939673078ef1a989dae18a

**Federal State Autonomous Educational Institution for Higher Education**  
**PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA**  
**(RUDN University)**  
**Economic Faculty**

---

## **COURSE SYLLABUS**

### **ELECTRONIC COMMERCE IN INTERNATIONAL BUSINESS**

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

---

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

**The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education:**

**International Economic Relations**

---

(name (profile/specialization))

## 1. COURSE GOALS

The purpose of mastering the discipline "Electronic commerce in international business" is to provide students with the necessary knowledge about the role of e-commerce and skills in using the Internet to conduct international business.

## 2. LEARNING OUTCOMES

The development of the discipline "Electronic commerce in international business" is aimed at the formation of the following competencies (parts of competencies) among students:

*Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)*

Competence code	Competence	Competence indicators
GC-12	Able to collect, process and statistically analyze the data necessary to solve the set economic problems	GC-12 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
		GC-12 Understands the basics of information and bibliographic culture, allowing you to select the relevant information required for conducting technical and economic calculations in professional activities
GPC-2	Able to collect, process and statistically analyze the data necessary to solve the set economic problems	GPC-2 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
		GPC-2 Understands the basics of information and bibliographic culture, allowing you to select the relevant information required for conducting technical and economic calculations in professional activities

## 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Electronic commerce in international business" refers to the disciplines of choice of the part formed by the participants of the educational relations of the block Б1.Б.ДВ.12.02.

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Electronic commerce in international business".

*Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of the development of the discipline*

Code	Competence	Previous disciplines/modules, practices*	Subsequent disciplines/modules, practices*
GC-12	Able to collect, process and statistically analyze the data necessary to solve the set economic problems	Statistics for Economists; Econometrics; Economic informatics; Interdisciplinary course project; Business on the Internet; Basics of international trade; International Financial Reporting Standards	Technological internship; Final state examination procedures; Degree thesis procedures
GPC-2	Able to collect, process and statistically analyze the data necessary to solve the set economic problems	Economic informatics; Interdisciplinary course project; Business on the Internet; Basics of international trade; International Financial Reporting Standards	Technological internship; Final state examination procedures; Degree thesis procedure

#### 4. COURSE WORKLOAD AND LEARNING ACTIVITIES

The total labor intensity of the discipline "Electronic commerce in international business" is 3 credits.

*Table 4.1. Types of educational work by periods of mastering the OP in for FULL-time education*

Type of educational work	TOTAL, <i>academic hours.</i>	Semester
		7
<i>Contact,, ac.h</i>	34	34
Lectures		
Lab work (LR)	34	34
Seminars (workshops/tutorials)		
<i>Self-study (ies), academic hours</i>	56	56
<i>Evaluation and assessment academic hours</i>	18	18

Type of educational work		TOTAL, <i>academic hours.</i>	Semester
			7
Overall labor intensity of the discipline	<i>academic hours</i>	180	180
	credits	3	3

## 5. COURSE MODULES AND CONTENTS

Table 5.1. The content of the discipline (module) by type of academic work

Name of the discipline section	Contents	Type of educational work
Section 1. The Internet in international business	Topic 1.1. The role of the Internet in international business. Advantages and disadvantages for international business.	Lectures, Seminars
	Topic 1.2. Distribution of Internet users by region. Regulation of e-commerce by international organizations.	Lectures, Seminars
	Topic 1.3. Domain names. A map of domain names.	Lectures, Seminars
	Topic 1.4. Types of electronic business. Promotion of electronic business.	Lectures, Seminars
	Topic 1.5. Payment and delivery systems in international business.	Lectures, Seminars
Section 2. E-Commerce Leaders in International Business	Topic 2.1. Main rating systems for e-business companies	Lectures, Seminars
	Topic 2.2. Principles of operation. Ozon, Amazon, etc. Social network.	Lectures, Seminars
Section 3. E-commerce in the world	Topic 3.1. E-commerce in Russia and the countries of the former USSR.	Lectures, Seminars
	Topic 3.2. E-commerce in North America.	Lectures, Seminars
	Topic 3.3. E-commerce in Asia, Africa and the Middle East.	Lectures, Seminars
	Topic 3.4. E-commerce in Latin America.	Lectures, Seminars
	Topic 3.5. E-commerce in Europe.	Lectures, Seminars

## 6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the classroom	Specialized educational/laboratory equipment, software and materials for mastering the discipline (if necessary)
Computer class	A computer classroom for conducting classes, group and individual consultations, current	Computer with Internet access

Audience type	Equipping the classroom	Specialized educational/laboratory equipment, software and materials for mastering the discipline (if necessary)
	control and intermediate certification, equipped with personal computers (in the amount of 21 pcs.), a blackboard (screen) and multimedia presentation technical means.	
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	Computer with Internet access

## 7. RECOMMENDED SOURCES FOR COURSE STUDIES

### *Basic literature:*

1. Revinova S.Yu. Business on the Internet: Educational and methodical manual: at 2 h. h. 1 / S.Yu. Revinova. - M.: Publishing House of RUDN, 2018. - 62 p. - ISBN 978-5-209-08753-3. - ISBN 978-5-209-08754-0 (part 1). [Electronic resource <http://lib.rudn.ru/ProtectedView/Book/ViewBook/6372> ]

2. Revinova S.Yu. Business on the Internet: Educational and methodical manual: at 2 h. Ch. 2 / S.Yu. Revinova. - Electronic text data. - Moscow : RUDN Publishing House, 2018. - 53 p. - ISBN 978-5-209-08753-3. - ISBN 978-5-209-08755-7 (part 2). [Electronic resource <http://lib.rudn.ru/ProtectedView/Book/ViewBook/6371> ]

### *Additional literature:*

1. Gavrilov L. P. E-commerce - Moscow: Yurayt, 2021. – Access mode: <https://urait.ru/viewer/elektronnaya-kommerciya-469613>

2. Gavrilov L. P. Organization of commercial activity: e-commerce - Moscow: Yurayt, 2021. –Access mode: <https://urait.ru/book/organizaciya-kommercheskoy-deyatelnosti-elektronnaya-kommerciya-474772>

3. Kobelev, O.A. Electronic commerce [Electronic resource] : textbook. manual / ed.: S.V. Pirogov, O.A. Kobelev.— 4th ed., reprint. and additional — M. : ITK "Dashkov and K", 2018.— 684 p. — ISBN 978-5-394-01738-4 .— Access mode: <https://lib.rucont.ru/efd/689365>

4. Electronic commerce [Electronic resource]: textbook [for bachelors] / R.R. Dyganova, G.G. Ivanov, R.R. Salikhova, V.A. Matosyan . — M. : ITK "Dashkov and K", 2020 .- 150 p. — (Educational publications for bachelors) .— ISBN 978-5-394-03924-9 .— Access mode: <https://lib.rucont.ru/efd/734782>

5. Klimovich A. Electronic commerce and Internet marketing. – M.: T8.- 2020. – 390 p.

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

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

- Electronic library system of RUDN – EBS RUDN <http://lib.rudn.ru/MegaPro/Web>
- EBS "University Library online" <http://www.biblioclub.ru>
- ABS Yurayt <http://www.biblio-online.ru>
- EBS "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)
- EBS "Doe" <http://e.lanbook.com/>
- EBS "Trinity Bridge"

2. *Databases and search engines:*

- Yandex search engine <https://www.yandex.ru/>
- Google search engine <https://www.google.ru/>
- bibliographic database SCOPUS <http://www.elsevierscience.ru/products/scopus/>

*Educational and methodological materials for independent work of students during the development of the discipline/ module\*:*

*All educational and methodological materials for independent work of students are placed in accordance with the current procedure on the page of the discipline in TUIS <https://esystem.rudn.ru/course/view.php?id=2318>*

## **8. EVALUATION TOOLKIT & GRADING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCIES IN THE COURSE**

Evaluation materials and a point-rating system for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Electronic commerce in international business" are presented in the Appendix to this Work Program of the discipline.

### **DEVELOPERS:**

**Associate  
professor of Department  
of Economic and  
mathematical modeling**

Position, BUP

**S.Y.Revinova**

Signature

Surname I.O.

**HEAD OF BUP:  
Head of the  
Department of Economic  
and Mathematical  
Modeling**

Position, BUP

**Balashova S.A.**

Signature

Surname I.O.

### **HEAD OF THE OP IN:**

**Head of the Department  
of International  
Economic Relations,  
Doctor of Economics,  
Professor**

---

Name of BUP



---

Signature

**Andronova I.V.**

---

Surname I.O.