

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)**  
**Faculty of economics**

---

## **COURSE SYLLABUS**

### **Business on the Internet**

**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))

**2024**

## 1. COURSE GOALS

The purpose 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)*

Competence code	Competence	Competence indicators
УК-12	<p>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> <p>Способен: искать нужные источники информации и данные, воспринимать, анализировать, запоминать и передавать информацию с использованием цифровых средств, а также с помощью алгоритмов при работе с полученными из различных источников данными с целью эффективного использования полученной информации для решения задач; проводить оценку информации, ее достоверность, строить логические умозаключения на основании поступающих информации и данных</p>	<p>GC-12 / УК-12.1 Know how to search for the necessary sources of information and data, perceives, analyzes, memorizes and transmits 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 / Осуществляет поиск нужных источников информации и данных, воспринимает, анализирует, запоминает и передает информацию с использованием цифровых средств, а также с помощью алгоритмов при работе с полученными из различных источников данными с целью эффективного использования полученной информации для решения задач</p> <p>GC-12 / УК-12.2 Able to evaluate information, its reliability, builds logical conclusions based on incoming information and data / Проводит оценку информации, ее достоверность, строит логические умозаключения на основании поступающих информации и данных</p>

Competence code	Competence	Competence indicators
GPC-2 / ОПК-2	Able to collect, process and statistically analyze the data necessary to solve the set economic problems / Способен осуществлять сбор, обработку и статистический анализ данных, необходимых для решения поставленных экономических задач	GPC-2 / ОПК-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 / Владеет методами и средствами сбора, обработки и анализа информации, необходимой для решения стандартных задач технико-экономической оценки мероприятий в области профессиональной деятельности GPC-2 / ОПК-2.2 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 / Понимает основы информационной и библиографической культуры, позволяющих выбрать актуальную информацию, требуемую для проведения технико-экономических расчетов в профессиональной деятельности

### 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 Program (me) components / disciplines that contribute to expected learning/training outcomes

Code	Competence	Previous disciplines/modules, practices*	Subsequent disciplines/modules, practices*
GC-12 / УК-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	Базовая компонента Computer science / Информатика Statistics for Economists / Экономическая статистика Вариативная компонента	Basics of international trade / Основы международной торговли Electronic commerce in international business / Электронная коммерция в международном бизнесе Big Data

	<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>Способен: искать нужные источники информации и данные, воспринимать, анализировать, запоминать и передавать информацию с использованием цифровых средств, а также с помощью алгоритмов при работе с полученными из различных источников данными с целью эффективного использования полученной информации для решения задач; проводить оценку информации, ее достоверность, строить логические умозаключения на основании поступающих информации и данных</p>	<p>Economic informatics / Экономическая информатика International statistical databases / Международные статистические базы данных Interdisciplinary coursework / Междисциплинарная курсовая работа Interdisciplinary course project / Междисциплинарная курсовая работа Business process modeling / Моделирование бизнес процессов Geographic Information Systems: Visualization of Spatial Data / Геоинформационные системы: визуализация пространственных данных</p>	<p>Project-technological internship / Проектно-технологическая практика Undergraduate practice / Преддипломная практика Final state examination procedures / Подготовка и сдача государственного экзамена Degree thesis procedures / Оформление, подготовка к процедуре защиты и защита выпускной квалификационной работы</p>
<p>GPC-2 / ОПК-2</p>	<p>Able to collect, process and statistically analyze the data necessary to solve the set economic problems / Способен осуществлять сбор, обработку и статистический анализ данных,</p>	<p>Statistics for Economists / Экономическая статистика Econometrics / Эконометрика Вариативная компонента</p>	<p>Basics of international trade / Основы международной торговли International Financial Reporting Standards / Международные стандарты финансовой отчетности Electronic commerce in international business /</p>

	необходимых для решения поставленных экономических задач	Economic informatics / Экономическая информатика Interdisciplinary course project / Междисциплинарная курсовая работа	Электронная коммерция в международном бизнесе Technological internship / Технологическая практика Final state examination procedures / Подготовка и сдача государственного экзамена Degree thesis procedures / Оформление, подготовка к процедуре защиты и защита выпускной квалификационной работы
--	--	--	---

#### 4. COURSE WORKLOAD AND LEARNING ACTIVITIES

TABLE 4.1. Types of academic activities during the period of the HE program(me) mastering

Type of educational work		TOTAL, academic hours	Semester			
			4	2	3	6
Contact academic hours		34				34
в том числе:						
Lectures						17
Lab work						
Seminars (workshops/tutorials)		34				34
Self-study (ies), academic hours		56				56
Evaluation and assessment academic hours		18				18
Overall labor intensity of the discipline	academic hours	34				34
	credits	3				3

#### 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.	ЛК
	Topic 1.2. WWW Service: HTML	ЛК
	<b>Topic 1.3. Creating a Web site through a website builder</b>	С3
	<b>Topic 1.4. Creating a Web Site in HTML</b>	С3
Section 2. E-commerce and e-business.	Topic 2.1. E-Commerce Basic Concepts	ЛК
	<b>Topic 2.2. E-Commerce Sectors: Key Business Models</b>	ЛК, С3
	<b>Topic 2.3. The main types of business on the Internet</b>	ЛК, С3
Section 3. Organizational and technological aspects of creating an e-business	Topic 3.1. The main stages of creating an e-business	ЛК
	<b>Topic 3.2. Comparative analysis of e-shops</b>	С3

	Topic 3. 3. Registration and website hosting	ЛК, СЗ
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.	ЛК, СЗ
Section 5. Electronic payment systems and security of business on the Internet	Topic 5.1. Electronic payment systems. Connection methods. E-wallets. Payment restrictions	ЛК, СЗ
	Topic 5.1. The concept of website security. Methods of protection.	ЛК

## 6. МАТЕРИАЛЬНО-ТЕХНИЧЕСКОЕ ОБЕСПЕЧЕНИЕ ДИСЦИПЛИНЫ

Таблица 6.1. Материально-техническое обеспечение дисциплины

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.	Компьютер с выходом в интернет

## 7. RECOMMENDED SOURCES FOR COURSE STUDIES

### Main reading(sources)

1. Revinova S.Y. Business on the Internet: Uchebno-metochicheskoe posobie: v 2 ch. Ch. 1 / S.Y. Revinova. - M.: Izd-vo RUDN, 2018. - 62 p. - ISBN 978-5-209-08753-3. - ISBN 978-5-209-08754-0 (Part 1). [Elektronnyi resurs <http://lib.rudn.ru/ProtectedView/Book/ViewBook/6372>]

2. Revinova S.Y. Business on the Internet: Uchebno-metodcheskoe posobie: v 2 ch. Ch. 2 / S.Y. Revinova. - Electronic text data. - M. : Izd-vo RUDN, 2018. - 53 p. - ISBN 978-5-209-08753-3. - ISBN 978-5-209-08755-7 (Part 2). [Elektronnyi resurs <http://lib.rudn.ru/ProtectedView/Book/ViewBook/6371>]

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

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- M.: Yurait, 2021. –Access mode: <https://urait.ru/book/organizaciya-kommercheskoy-deyatelnosti-elektronnaya-kommerciya-474772>
3. Kobelev, O.A. Elektronnaya kkommenstva [Elektronnyi resurs] : ucheb. posobie / ed.: S.V. Pirogov, O.A. Kobelev .— 4-e ed., pererab. i dop. — M. : ITK "Dashkov i K", 2018 .— 684 p. — ISBN 978-5-394-01738-4 .— Access mode: <https://lib.rucont.ru/efd/689365>
4. Electronic trade [Electronic resource]: uchebnik [dlya baktnikov] / R.R. Dyganova, G.G. Ivanov, R.R. Salikhova, V.A. Matosyan .— M. : ITK "Dashkov i K", 2020 .— 150 s. — (Educational editions for bachelors) .— ISBN 978-5-394-03924-9 .— Access mode: <https://lib.rucont.ru/efd/734782>
5. Klimovich A. E-commerce and Internet marketing. – M.: T8.- 2020. – 390 p.

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

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:**

**Доцент каф. ЭММ**

\_\_\_\_\_  
Должность, БУП

**Ревина С.Ю.**

\_\_\_\_\_  
Подпись

\_\_\_\_\_  
Фамилия И.О.

Head of the Higher Education Program(me)

Doctor of Economics, Professor of International economic relations

  
\_\_\_\_\_  
I.V. Andronova